

MODERN PACKAGING



TS 158

M6



TIDY BOX PAPERS

Bring exquisite new
creations, steadily
strengthening the fash-
ion and leadership that
began with their origin.
Designs that will appeal to
the merchandiser who takes
pride in the presentation of his
products. ▲ ▲ ▲ ▲ ▲

*We cooperate with box
makers and buyers in
the United States.*

*Write for this
booklet. 28 full
color designs.*

AMERICA'S STANDARD FANCY PAPER...
EASTERN TERRITORY OPEN FOR REAL

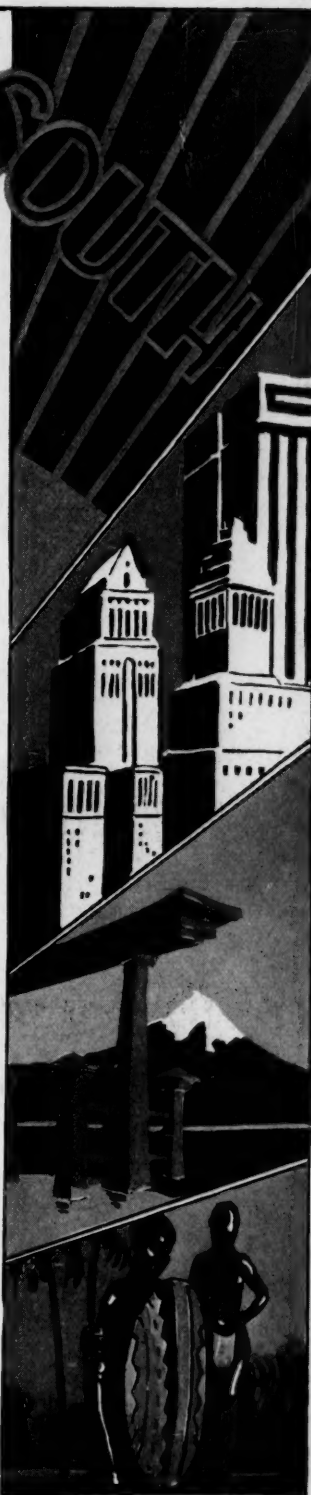
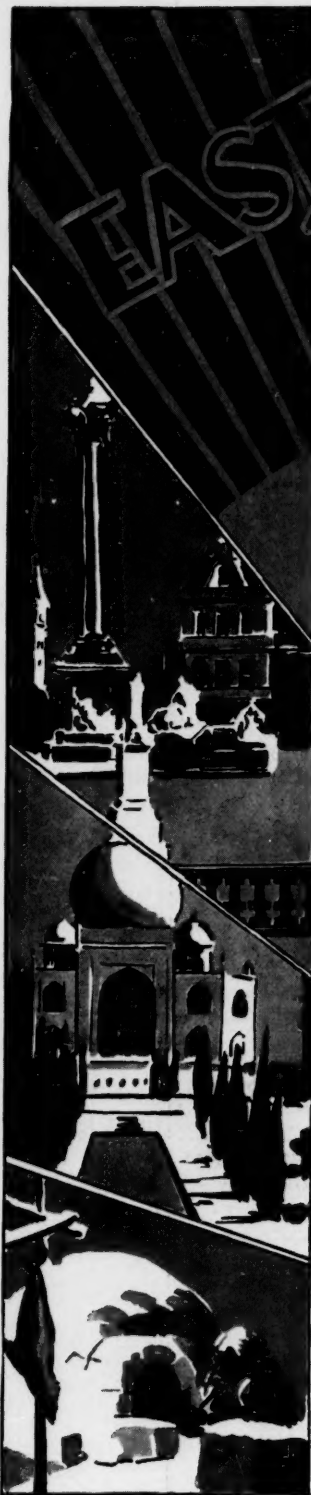
FOR QUALITY MERCHANDISE
LIVE WIRE PAPER JOBBERS

THE NELSON COMPANY

1326 West Washington Boulevard
CHICAGO

E136.14/II/31

E13L. 14/II/31



Properly packaged food products are being shipped to all known points of the world today --protected by KVP papers. Whether your product is one with an aroma or flavor to be maintained or guarded against foreign odors and tastes--or is wet, damp, dry, or greasy -- we have a protective paper for it.

Our modern, fully equipped research laboratory, in the hands of experts is at your service at all times to aid you in the selection of the proper protective wrapper for your product.

Kalamazoo Vegetable Parchment Co.

KALAMAZOO, MICHIGAN

MODERN PACKAGING

For the Service of those Industries where Packaging is a Factor

VOLUME 3

SEPTEMBER, 1929

No. 1

CHARLES A. BRESKIN—General Manager
LAWRENCE LEY—Advertising Manager
EARL I. CARMODY—Western Manager

D. E. A. CHARLTON—Editor
K. M. REED—Assistant Editor
EDWIN L. LEY—Art Director

Consulting Editorial Board

ARTHUR S. ALLEN
EDWARD O. TINSLEY
FREDERICK L. WERTZ

RICHARD B. FRANKEN
FRANK C. CHASE

C. H. GULLION
J. D. MALCOLMSON
WILLIAM A. SMITH

Table of Contents

PACKAGING A NOTABLE LINE OF SPECIALTIES.....	31
<i>By K. M. Reed</i>	
THE PACKAGE OF THE MONTH.....	37
DECORATIVE PAPERS FOR EVERY PURPOSE	38
COLOR TRENDS IN PACKAGES.....	40
<i>By George Rice</i>	
EDITORIALS.....	42
NEW LABELS FOR OLD.....	44
<i>By John D. Duff</i>	
BOXING THE PRACTICAL GIFT.....	46
IMAGE FIXATION APPLIED TO PACKAGING	47
<i>By Edwin L. Ley</i>	
REJUVENATING THE APPLE.....	49
<i>By Mandus E. Bridston</i>	
PACKAGING FOR AN ANNIVERSARY.....	51
<i>By John Winters Fleming</i>	
MACHINERY AND EQUIPMENT.....	64
AMONG SUPPLY MANUFACTURERS.....	68
TRADE CATALOGS.....	68

THE folding cartons shown on the front cover of this issue are reproductions of products made by the Brown & Bailey Co. of Philadelphia. The color plates used in printing were furnished through the courtesy of that company.

THE article "Packaging a Notable Line of Specialties" which commences on page 31 might well be termed "A Trip through the Beech-Nut Plant at Canajoharie, N. Y." Producing many of the best known food specialties, this plant is outstanding as an example of a modern factory which makes use of up-to-date packaging machinery and methods. Originally it was planned to publish this article in two instalments, but it was decided that readers would prefer the story complete in one issue.

BRESKIN & CHARLTON
PUBLISHING CORPORATION
11 Park Place, New York, N. Y.
Publishers also of "Packaging Catalog"
Telephone: Barclay 0882-0883

Western Office:
307 N. Michigan Ave., Chicago, Ill.
Telephone: State 5949

Australian Agents: Technical Journals
Pty. Ltd., 422 Collins St., Melbourne

Subscription \$3.00 per year
Single copies, 35 cents
Canadian \$3.50 Foreign \$4.00

Published on the tenth of each month

Copyright, 1929, by Breskin & Charlton Publishing Corporation. Published in the U.S.A. All rights reserved.



MACHINES THAT PACK A THOUSAND PRODUCTS

WHEN new products are added to your line, when carton sizes are changed or new sizes developed, are you prepared for quick, easy adaptation to new conditions?

National Packaging Machinery is designed to be adaptable. New set-ups can be made on short notice, for the machines have the widest possible range of use.

Where entirely new kinds of material are to be packed it is possible to use the original National machines with only slight changes. If additional processes are required, National machines can be added to the old equipment.

Business moves fast today; the packer who is ready to cope with new and unusual set-ups has a big advantage.

The National Packaging Machinery Company will gladly co-operate with you in modernizing your equipment, giving you greater economies and greater adaptability.

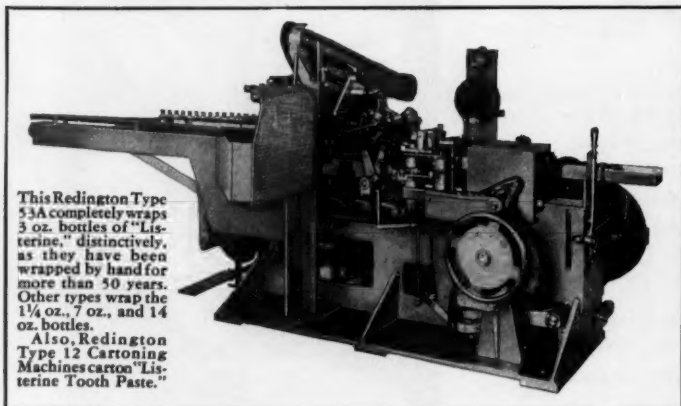
NATIONAL PACKAGING MACHINERY COMPANY

477 Watertown Street, Newtonville,
BOSTON, MASS.





**"Very Great Saving as
compared with our former costs..."**



This Redington Type 33A completely wraps 3 oz. bottles of "Listerine," distinctively, as they have been wrapped by hand for more than 50 years. Other types wrap the 1 1/4 oz., 7 oz., and 14 oz. bottles. Also, Redington Type 12 Cartoning Machines carton "Listerine Tooth Paste."

So Writes
**LAMBERT
PHARMACAL CO.**
ST. LOUIS, MO.

Makers of
"LISTERINE"

(Their letter in full) "As I go through our laboratories, I find all of the dozen or more intricate and ingenious packaging machines you have made for us in full operation, producing packages of excellent appearance at a very great saving as compared with our former costs, and I am impressed with the fact that we are greatly indebted to you for the skill your organization has shown in devising and making these machines for us.

We feel that you are to be congratulated on your success in producing machines of this sort and are glad to be numbered among your fortunate clients."

*[We can save you money, too. Consult our
engineering staff—there is no obligation]*

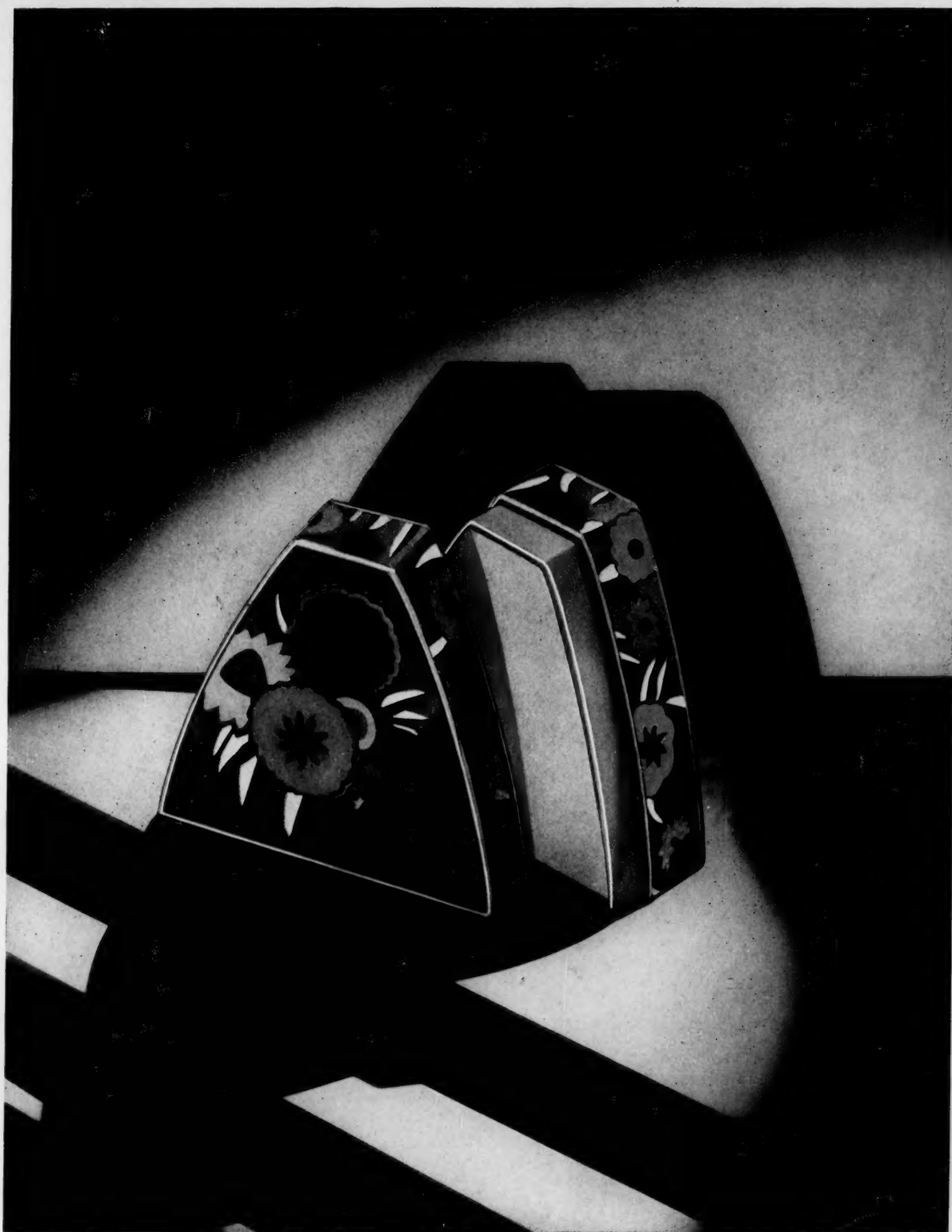
REDINGTON PACKAGING
MACHINES
"Precision Engineered"

for Cartoning, Packaging



Labeling, Wrapping

F. B. REDINGTON CO. (Est. 1897), 110-112 South Sangamon St., CHICAGO, U. S. A.



BURT, ever abreast of the times, takes pleasure in presenting old familiar shapes in their newest dress.

Modern, but not extreme, these Burt Quality Boxes will enable you to envision what this organization can do for your products.

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set Up Boxes

BURT DESIGNS and CREATIONS



PILLS, paint or powder, if the need is for a small, fine box whose distinction is apparent, the merchandising possibilities pregnant, Burt is the organization that is capable and efficient—thru 35 years of service—to give you the utmost in customer satisfaction.

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set Up Boxes

BURT DESIGNS and CREATIONS

Prepared and printed by

Sticky Stuff

REG. U.S. PAT. OFF.

Famous Arabol Adhesives

What Price Glue?

The cost of glue is trifling—compared with other packaging costs. But, don't be fooled into thinking that glue is a trifling factor in packaging. We could tell some startling stories from our experience of almost 50 years in adhesive manufacturing:

About a canning organization which spent \$5000 for labels and tried to save a few cents on labeling paste. Result: The expensive labels peeled off while the cans stood on dealers' shelves.

About a nationally known manufacturer who invested \$250,000 in cartoning equipment and bought the cheapest wrapping glue he could find. Result: All the wrappers were spotted and stained; his packages were finally put on bargain counters; some are still there.

About a western concern which "experimented" with a cheaper glue for sealing corrugated shipping cases. Result: Net loss, \$10,000, due to pilferage and damage in transit because the glue didn't seal securely.

MORAL: *Don't take chances with the kind of glue you use. Don't risk the success of your packages by trying to save a few pennies on adhesive costs.*

The Arabol Manufacturing Co.

*Largest Manufacturers in the World
of Adhesives for All Purposes*

NEW YORK: 110 E. 42nd St.

CHICAGO: (Cicero) ILL.



... "we would not hesitate to recommend it"



C. W. HIBBERT
General Manager of Challenge Cream and Butter Association

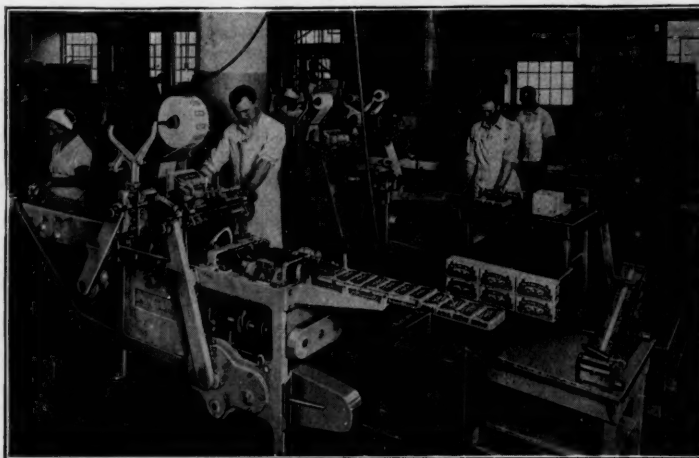
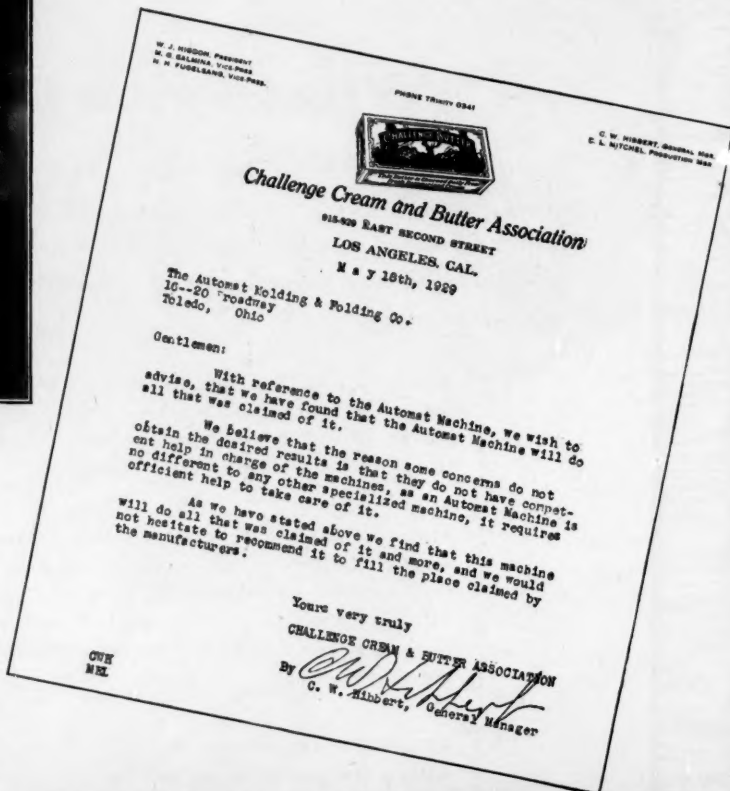
THE greatest endorsement any equipment can possibly receive comes from those who use it day in and day out under actual working conditions.

When highly specialized automatic machinery like Automat equipment is recommended by users, your good business judgment should suggest that you at least investigate what it could do for you and your business.

We are always glad and willing to discuss printroom problems with creamery executives. Feel free to call upon us any time.

THE AUTOMAT MOLDING AND FOLDING CO.

Principal Office and Factory
16-20 Broadway, Toledo, Ohio



AUTOMAT

PRINTING WRAPPING & CARTONING EQUIPMENT

Eastern Sales and Service Office
772 Chambers St., New York City

Western Sales and Service Office
306 Calo Building, Los Angeles

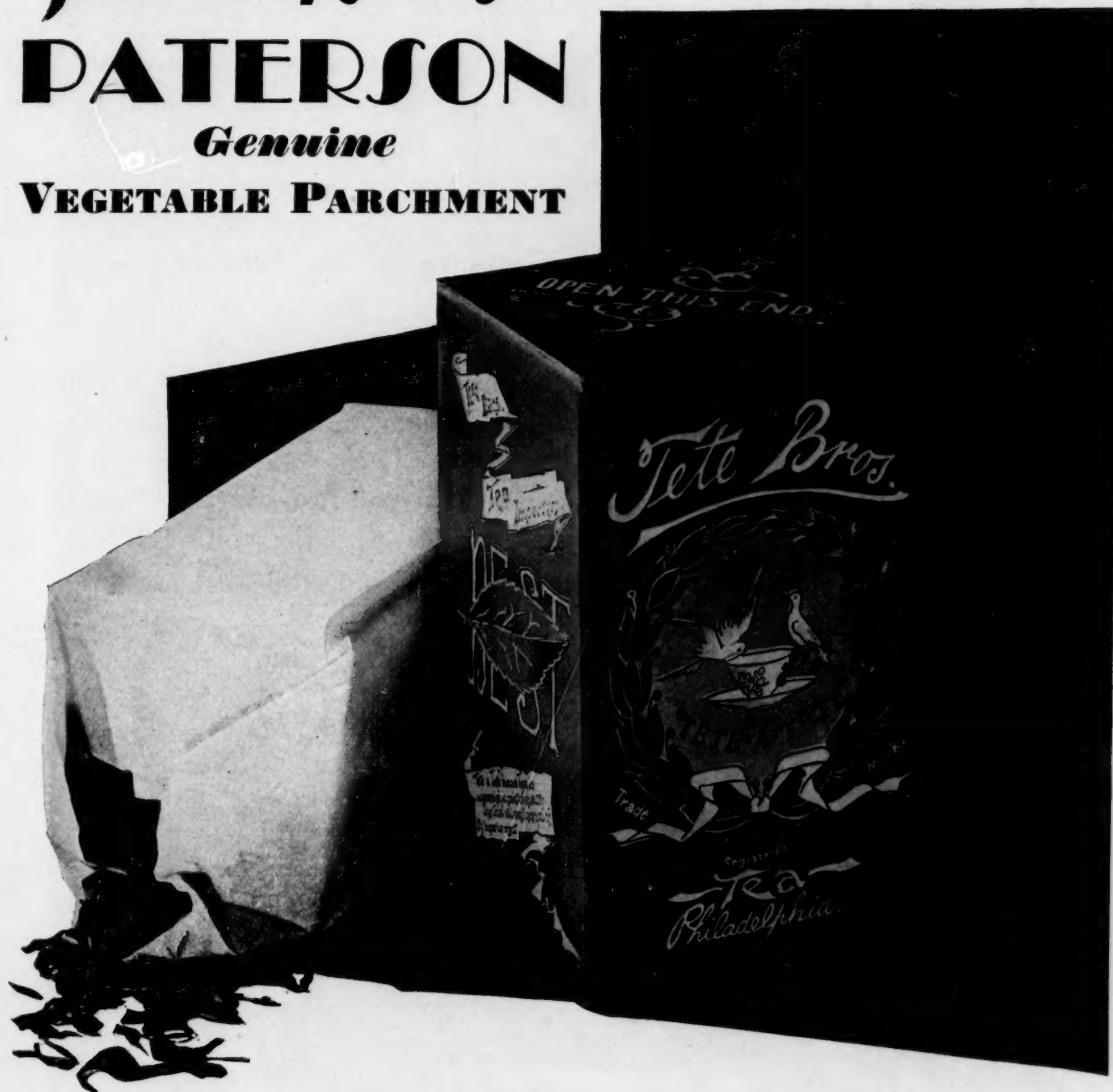
Modern Packaging

Tea keeps best in

PATERSON

Genuine

VEGETABLE PARCHMENT



IF YOU are concerned with the packaging of any delicate food product, you will find it worth while to consider the special qualities of Paterson Genuine Vegetable Parchment. Let us demonstrate what it can do to increase the sales of your product. Write for samples of the proper size to test out with your package.

Paterson Parchment Paper Company

Original Makers of Genuine Vegetable Parchment

PASSAIC, NEW JERSEY

Chicago

September, 1929

San Francisco

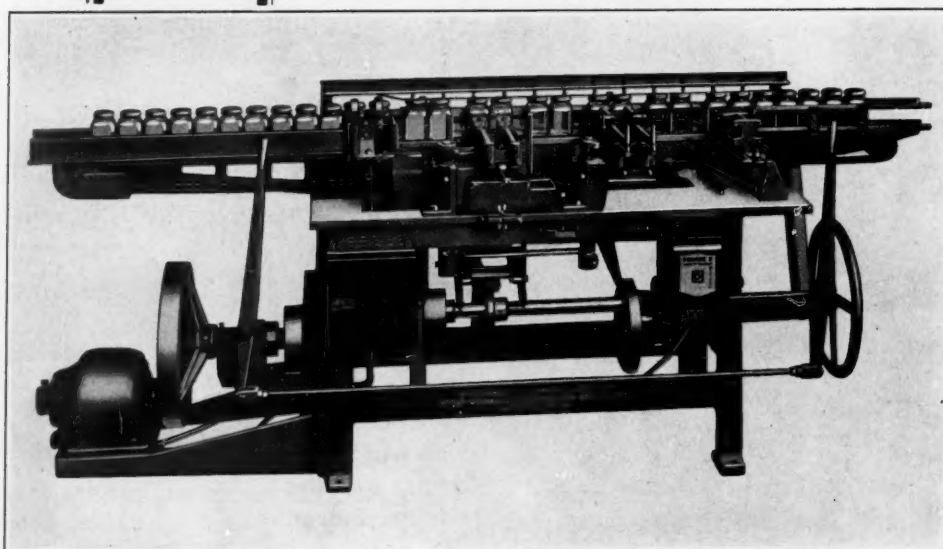
STILL LOWER PACKAGING COSTS

LABELING at speeds twice that previously called standard (60-70 per minute) is answered by McDonald with the new Duplex *STRAIGHTLINE* Labeler—at 120 to 140 labeled units per minute.

This permits straightlining to your 120 per minute cartoners.

The McDonald Duplex still operates at the original machine speed of 60-70 per minute.

One Duplex takes the place of two old type Automatics or six Semi-Automatics. Uses one half the floor space—one operator and the cost is only slightly more.



McDonald *STRAIGHTLINE* Single Duplex

Send us your container—there is a Duplex available for one label or two.

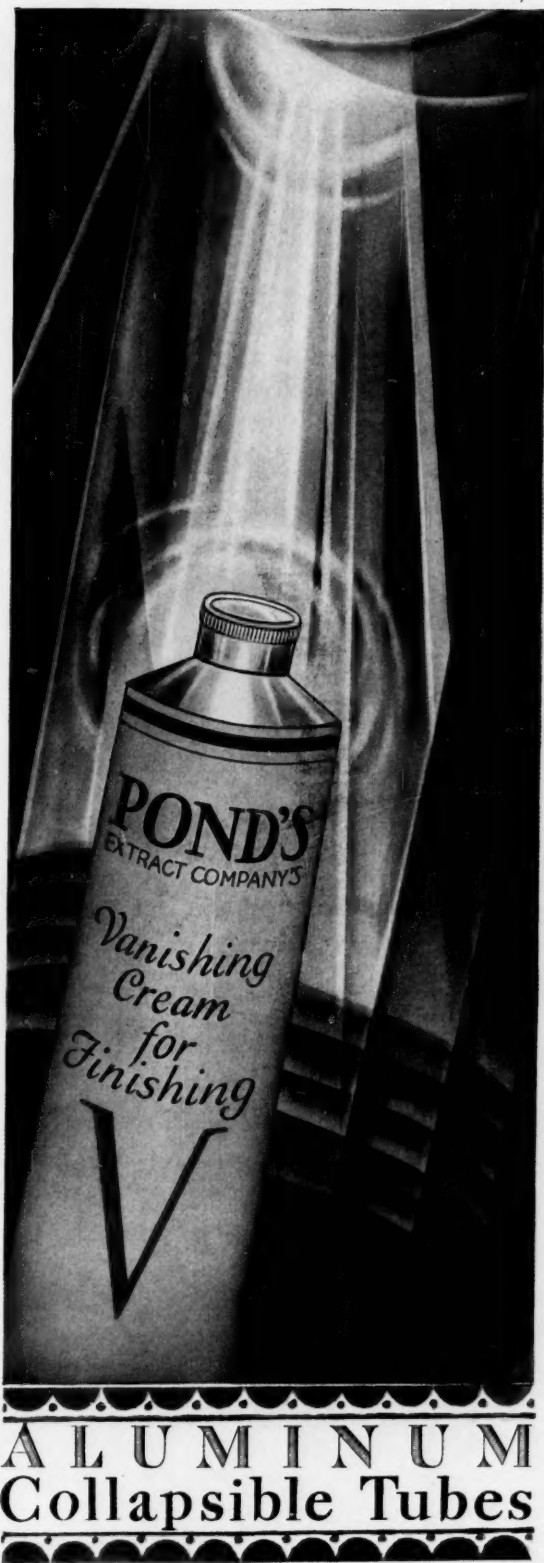
McDONALD ENGINEERING CORP.

220 VARET ST.

BROOKLYN, N. Y.

LONDON: WINDSOR HOUSE, VICTORIA ST., S.W.1.

Modern Packaging



THE preference accorded Aluminum Collapsible Tubes by manufacturers of proprietary preparations is easily understood.

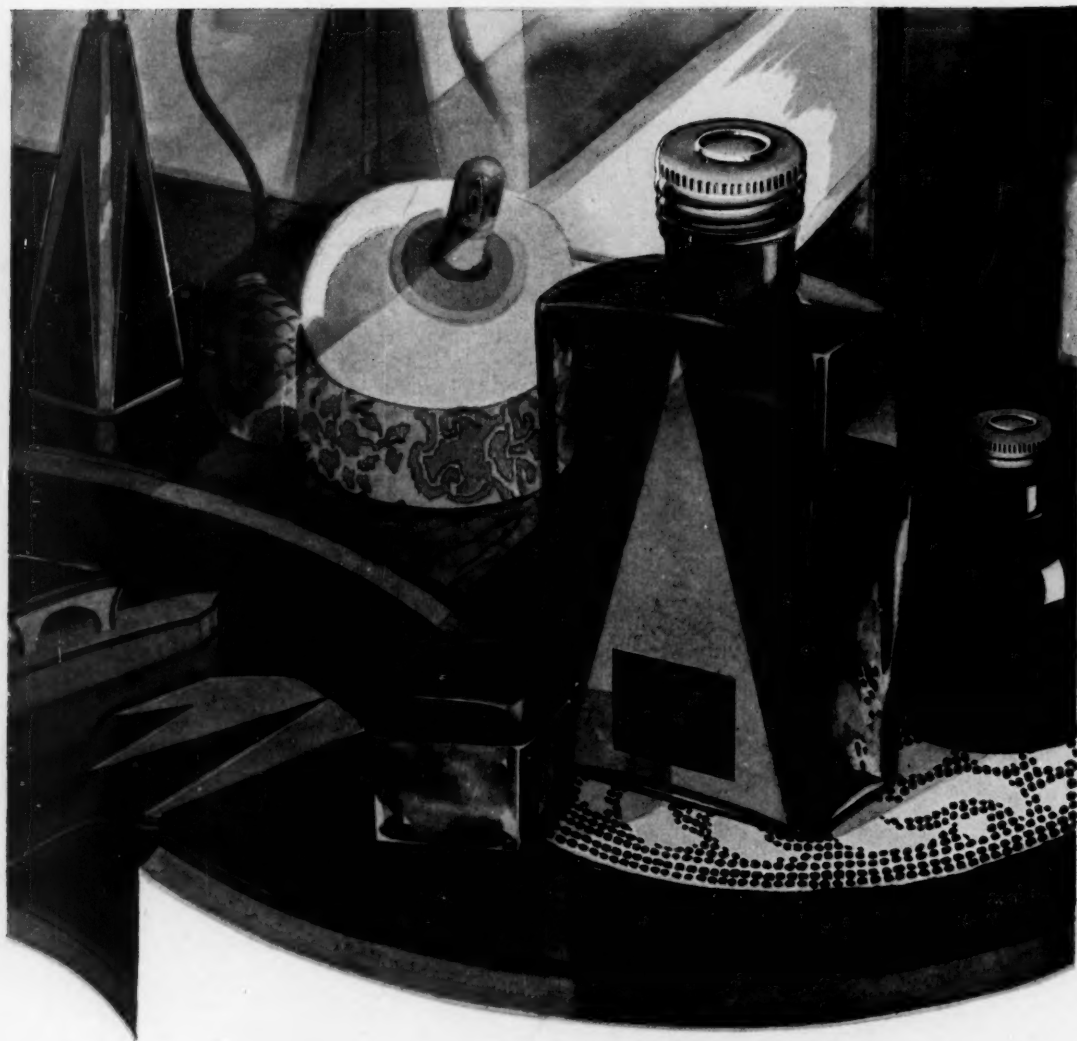
Appearance is a real factor in the development of that valuable intangible asset, consumer good will—and Aluminum Collapsible Tubes permit these products to meet that requirement in every particular.

They offer a splendid combination of strength, flexibility and lightness. They print beautifully and finish beautifully, bringing out every bit of the richness and coloring originally planned in the artist's design.

We are prepared to prove the unusual qualities we claim for Aluminum Collapsible Tubes and to show how they also reduce packing and shipping expense, and minimize damage in transit.

ALUMINUM COMPANY OF AMERICA
2485 Oliver Building, Pittsburgh, Pa.
Offices in 19 Principal American Cities





R^{OLLED}O^N

ALUMINUM SEALS



A POSITIVE hermetic seal, forever free from rust, with supreme convenience in removal and replacement, are qualities that always follow the use of R-O Aluminum Seals.

They are made of Alcoa Aluminum, a non-rusting, non-contaminating metal, and are rolled by a special machine right into the threads of each individual bottle.

The result is an air tight closure that protects the contents perfectly, until removed with a slight twist—and they may be just as easily replaced.

R-O Seals are in themselves bright and cleanly and very attractive in appearance. But where color is desired they take it beautifully.

Let us furnish samples and explain the unique "tailored to the bottle" method by which they are applied.

ALUMINUM COMPANY OF AMERICA

2429 Oliver Building, Pittsburgh, Pa.

Offices in 19 Principal American Cities

Manynational advertisers
as prominent as Carter's
Ink are represented in the
following classifications of
just a few typical products
packed in KIMPAK:

Atomizers
Automobile parts
Beads
Compacts
Candles
Candlesticks
Clocks
Cosmetics
Candy jars
Cigarette lighters
Display easels
Desk sets
Electrical appliances
Glassware
Gift set boxes
Ink
Jewel cases
Lenses
Mirrors
Optical products
Perfumers
Perfumes
Patent medicines
Radio tubes
Spectacles
Stuffing bottles or tins
of tablets or capsules
Silver plate
Toilet articles
Vanity cases

For Padded Top Boxes (jewelry, candy, etc.); for padding the Binding of Books, Portfolios, Novelty Leather Goods, etc., we make a special product — KIMPAK Box Top Padding — to produce a soft, luxurious, padded effect, under the label or cover material. Samples on request.

Carter's Ink Company Uses Kimpak

Note how Kimpak forms itself into a soft, cushiony mold around the product. The tissue covering is torn to show the Kimpak.



A good example of "compression packing" that prevents breakage of product and box.

Perfect protection against damage in shipment.

Absorbent... absorbs and holds sixteen times its weight in moisture.

Light weight... saves postage or expressage.

Clean and attractive... enhances the quality appearance of quality products when unpacked by the recipient.

Easier to use... saves time and money packing.

Economical.

The new vogue of unit-packing, the need for better protection from damage, account for the growing use of KIMPAK — soft, clean, white Crepe Wadding—in the packing of all sorts of quality articles—to prevent breakage and scratching, and to improve the general appearance of the package.

Kimpak

REG. U.S. PAT. OFF. REG. IN CANADA

Crepe Wadding

Rolls, sheets or pads to suit your convenience



Mail the Coupon for Your Sample

FREE

KIMBERLY-CLARK CORPORATION, Neenah, Wis.

Address home office or sales office at:

208 S. La Salle St., Chicago, Ill. 122 East 42nd St., New York City

We accept your offer to send sample of KIMPAK CREPE WADDING to test out under actual conditions. Also send prices.

Name.....

Attention.....

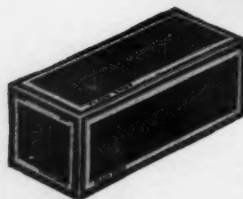
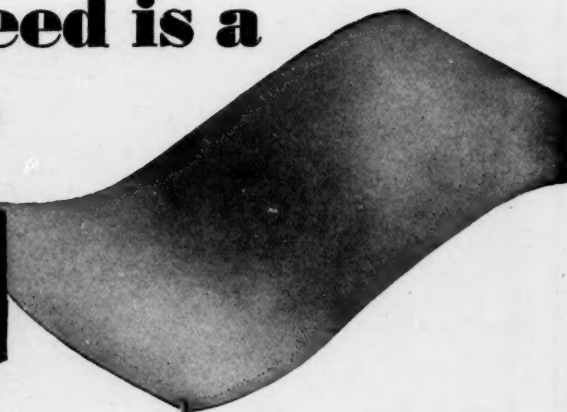
Address.....

Our product is.....

Why spend money on an expensive box,



when all you need is a sheet of paper?



These manufacturers are saving thousands of dollars with machine bundling

Modern wrapping machinery has contributed another outstanding economy to American industry—*machine bundling*.

Instead of using expensive card-board boxes, manufacturers of package goods now bundle by machine in strong but inexpensive kraft paper.

This makes an immediate saving of 60% on the cost of packing material. Sixty per cent! Stop a moment, and figure what this would mean in your case.

Saves labor too; you need only one machine and one operator to take care of the output of two or more cartoning machines.

Transportation costs are also lowered—the paper is so much lighter than the boxes.

Manufacturers using cartons designed for display on dealers' counters have found that most of these cartons are immediately

discarded by the dealer. To prevent this waste they now bundle their packages, and furnish dealers with permanent displays.

Our machine bundles in dozen or half-dozen lots. A real advantage in selling chain stores.

Look into this large saving

Write to us for "Certified Surveys" made by the Nielson Company, Engineers, in such plants as the Norwich Pharmacal Co. and the Bristol Myers Co.—these surveys show in detail how machine bundling lowers costs. If you will send us a dozen of your packages, we will also show you how our machine would bundle them. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY Springfield, Massachusetts

New York: 30 Church St. Chicago: 111 W. Washington St.
London: Baker Perkins Ltd., Willesden Junction, N. W. 10



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

BOX POWER

The main reason for box or package coverings
is to create sales of merchandise.

Specialty Papers by Dejonge give more than
mere appearance to boxes; more than beautiful
colors and unique designs. They give BOX
POWER . . . attention compelling selling
power!

Send in the coupon below for the latest Dejonge
sample book showing Specialty papers by
Dejonge which assure BOX POWER.

NEW YORK



CHICAGO

PHILADELPHIA

LOUIS DEJONGE & Co.

COUPON

Louis Dejonge and Company, Dept. C.,
69 Duane Street, New York City.

Kindly send me sample book No. 228

Name

Street

City

State

HAMMERCLEAR

TRADE MARK REG. U.S. PAT. OFF.

HAMERSLEY—the
inventors of waxed
papers—once again
blaze the trail with a
new paper—*different,*
original and radical; for
CARTON SEALING.

Test this paper yourself;
sample roll cut to your
size on request.

THE HAMERSLEY MANUFACTURING CO.

GARFIELD, NEW JERSEY
PAPER MAKERS

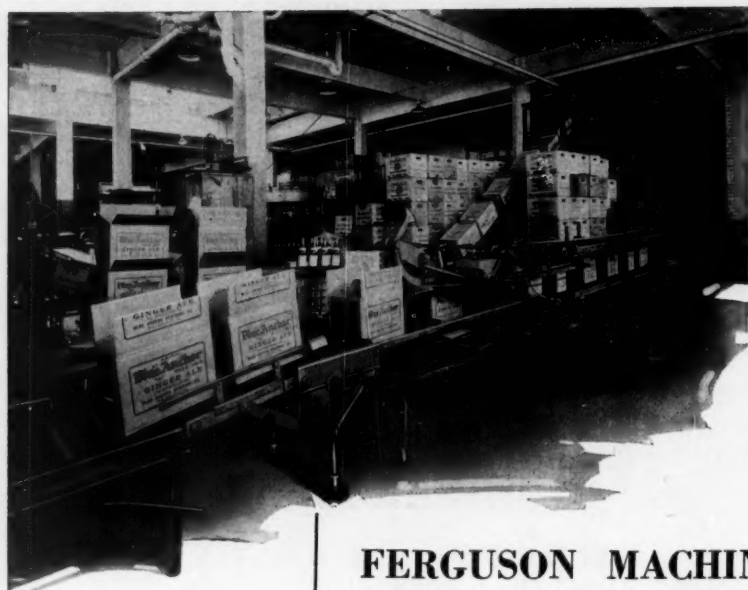
SEND US YOUR PACKAGE

WE WILL RETURN IT WRAPPED

TRADE
REG. U.S.



MARK
PAT. OFF.



Ferguson Automatic Carton Sealer installed by the Blue Anchor Inn Beverage Co., Philadelphia, Pa., which displaces two men, turns out 60 cases per minute, at less casing cost, and has made this company "absolutely enthusiastic" about Ferguson Machines.

FERGUSON MACHINES SPEED-UP BOTH SALES AND PRODUCTION

You know, from the experience of the leading manufacturers, that Ferguson Packaging Machinery speeds production and thus gets you ready for increase in business. But also, it speeds-up your actual sales.

For by turning out a neater package, a more efficiently sealed package, it finds you a readier sale, and more enthusiastic customers. You find with a Ferguson Machine that, as your production increases, your sales grow!

Get ready now for the greatest fall and winter business you've ever had! Get a consultation, free, with a Ferguson engineer, who will help you to decide just what type of Ferguson machine will do the most good in your plant.



Ask to Consult with a Ferguson Engineer

J. L. Ferguson Company
 JOLIET - - - ILLINOIS
 — ST. LOUIS — NEW YORK — LOS ANGELES —



CONTINENTAL CANS



SELL GOODS



THE impression that your container creates at "point of sale" is vital. It is sound economy to incur expense for that kind of a package, the outside appearance of which reflects the quality inside. Among those who have learned that attractive and convenient packaging pays well in increased sales "Containers by Continental" have played a most important part.

CONTAINERS BY CONTINENTAL



**BEHIND THE CONTINENTAL CANS YOU BUY IS A
COMPANY WITH TREMENDOUS RESOURCES FOR SERVICE**

Continental Cans are definite and dependable factors in the distribution of thousands of products the world over.

Millions of homes look to thousands of manufacturers for products of every description protected by the tin can. These manufacturers in turn look to Continental as their never failing source of supply for quality cans.

Behind Continental Cans are 28 plants advantageously located from coast to coast—20 Sales

Offices in principal cities—hundreds of experienced representatives—Research and Development Laboratories constantly making improvements in cans, in the preserving of foods and rendering service.

An efficient organization of men trained thru life-long experience to produce the utmost in quality and service are anxious to give your packaging problems the personal interest and attention they deserve.

CONTINENTAL CAN COMPANY, INC.

COAST TO COAST

Executive Offices: NEW YORK: 100 East 42nd Street CHICAGO: 111 West Washington Street

CHICAGO
CINCINNATI
WHEELING
ROANOKE

BALTIMORE
DETROIT
NEW ORLEANS
CANONSBURG

JERSEY CITY
LOS ANGELES
CLEARING
BEDFORD

SAN FRANCISCO
SYRACUSE
SEATTLE
SAN JOSE

E. ST. LOUIS
DENVER
PASSAIC
BOSTON

"It's Better Packed in Tin"



An Individual Showcase for Your Package



VISOWRAP Waxed Paper is an insulator, preventing rapid temperature changes. It is sanitary and odorless. Properly sealed, it insures against pilferage. It is like a wall keeping out that which should be kept out and retaining that which should be retained.



It is essential that you use the proper type waxed paper to maintain the original quality and attractiveness of your products and package. Our many years of experience in manufacturing waxed papers and serving our many customers enables us to determine the best and most economical paper for you to use.



Also sole manufacturers of Kleer Wrap (Waxed Glasine), the transparent grease and moistureproof paper.



Write today for samples and complete information.

CENTRAL WAXED PAPER COMPANY
5659 W. Taylor Street CHICAGO, ILLINOIS

No Blisters

on labels that are attached with the WORLD LABELER . . . because the wiper mechanism is specially designed for the particular shape of bottle used, and is therefore absolutely positive.

Economic Machinery Co.
Worcester, Mass.



World Labeler

IT
The

IT
The

IT
The



IT'S THE BUTTER IN
BAMBY BREAD
That makes it BETTER

Hersey's Bakery

PORTSMOUTH, N.H.

Hersey's Bakery

IT'S THE BUTTER IN
BAMBY BREAD
That makes it BETTER

PORTSMOUTH, N.H.



IT'S THE BUTTER IN
BAMBY BREAD
That makes it BETTER

Hersey's Bakery

PORTSMOUTH, N.H.

Hersey's Bakery

IT'S THE BUTTER IN
BAMBY BREAD
That makes it BETTER

PORTSMOUTH, N.H.



IT'S THE BUTTER IN
BAMBY BREAD
That makes it BETTER

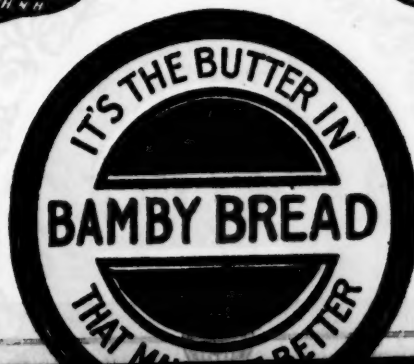
Hersey's Bakery

PORTSMOUTH, N.H.

Hersey's Bakery

IT'S THE BUTTER IN
BAMBY BREAD
That makes it BETTER

PORTSMOUTH, N.H.



No Blisters

on labels that are the WORLD LABEL cause the wiper specially designed for the particular shape of bottle used therefore absolutely positive.

Honors Bakery Machinery Co.
Worcester, Mass.



World Label

It's the way they pull together
that counts!



THE greatest of individual stars do not make a *team*. It's the way they pull together that brings results.

Modern machinery, well equipped laboratories and extensive facilities are a vital part of every manufacturing team. But, like individual stars their value depends on co-ordination—on *team* work. So even greater than the modern plant and advanced processes of the American Tissue Mills is the spirit of team work that follows your order from order blank to shipping platform. Central control—of every step in the manufacture of Sanigenic Waxed Papers means added certainty in the execution of every detail—a certainty that has made and held friends for this Company.

Let us give you a sample of A. T. M. team work on your next order for waxed papers. We have a type, color and weight exactly suited for your purpose.

**WAXED PAPERS FOR
EVERY PURPOSE**

AMERICAN TISSUE MILLS
HOLYOKE, MASS., U.S.A.

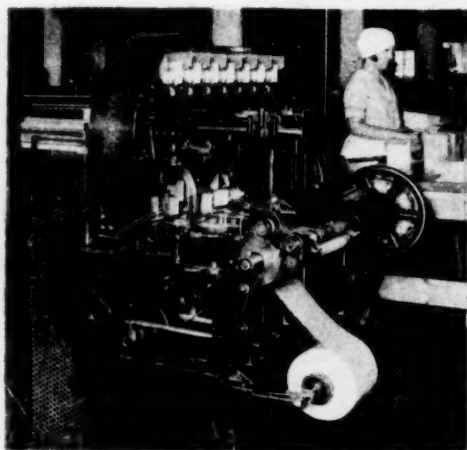




Which would you buy ?

THE answer is self-evident!
The modern buyer demands packaging that thoroughly protects the merchandise.

Can you do less than to see that the customer receives your products in the same unblemished condition that they left your factory? Packaging practice and research



indicates that for products of a hygroscopic nature the use of a dry waxed bag inside and self sealing waxed paper outside wrap heat sealed is imperative.

Sanigenic Waxed Papers are contributing to the success of many nationally known products. Investigate now how Sanigenic can help you.

AMERICAN TISSUE MILLS

HOLYOKE, MASS., U.S.A.



SEFTON PACKAGES— THE BASIS OF SALES



FOR years the name SEFTON has stood for the utmost in cartons. Today, as before, we renew our pledge to produce cartons and display cartons whose effective appeal lies in putting your personality—your sales ideas—your goodwill, in concrete form.

Origination of design and shape to fit the merchandising needs of your products is Sefton's forte.

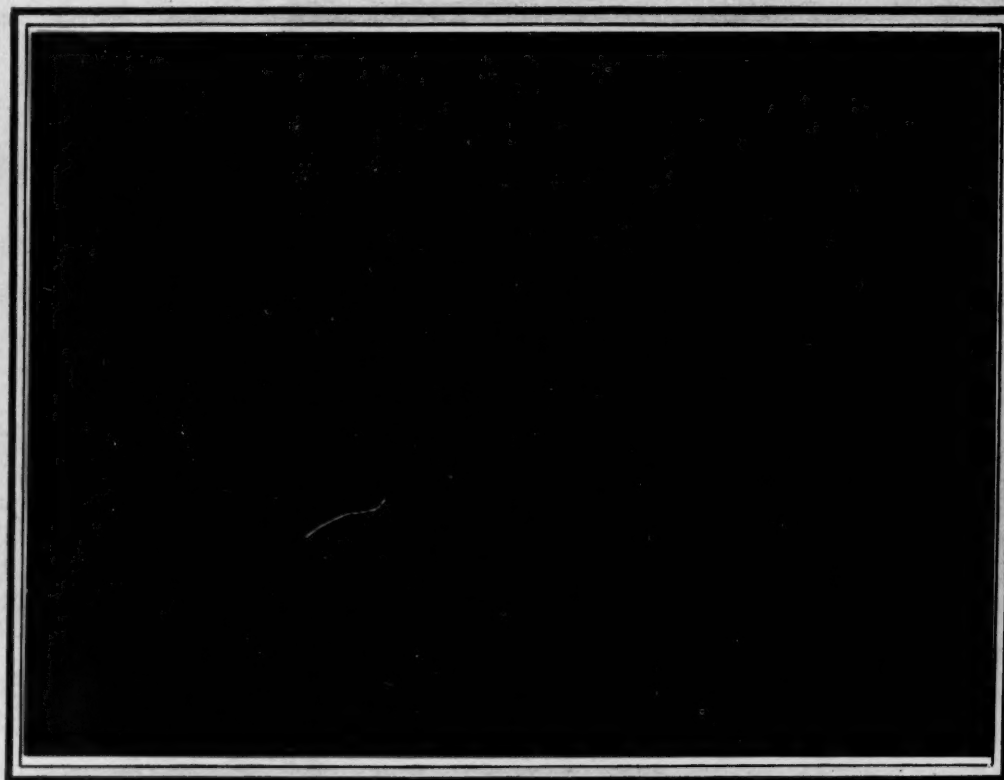
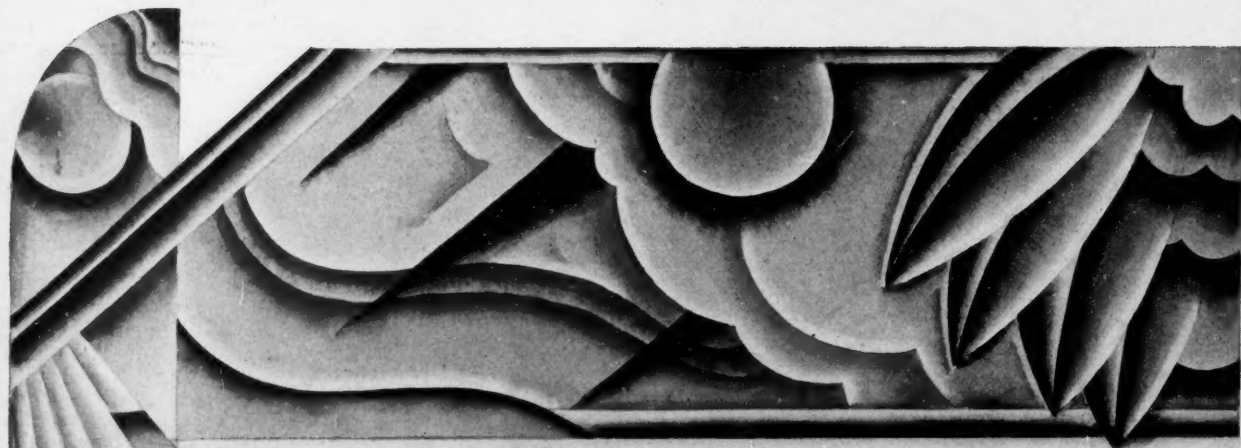
The same quality is incorporated in Sefton Corrugated Shipping Containers.

SEFTON MFG. CORP.

59 East Madison Street
CHICAGO, ILL.



BROOKLYN, NEW YORK
ANDERSON, INDIANA



F-3750

SYMBOLIZING the exotic—portraying the splendor of the Orient. To present your perfumery package and lend aid in its message. Sample books of the new English Cover Line will soon be ready. Write for your copy.

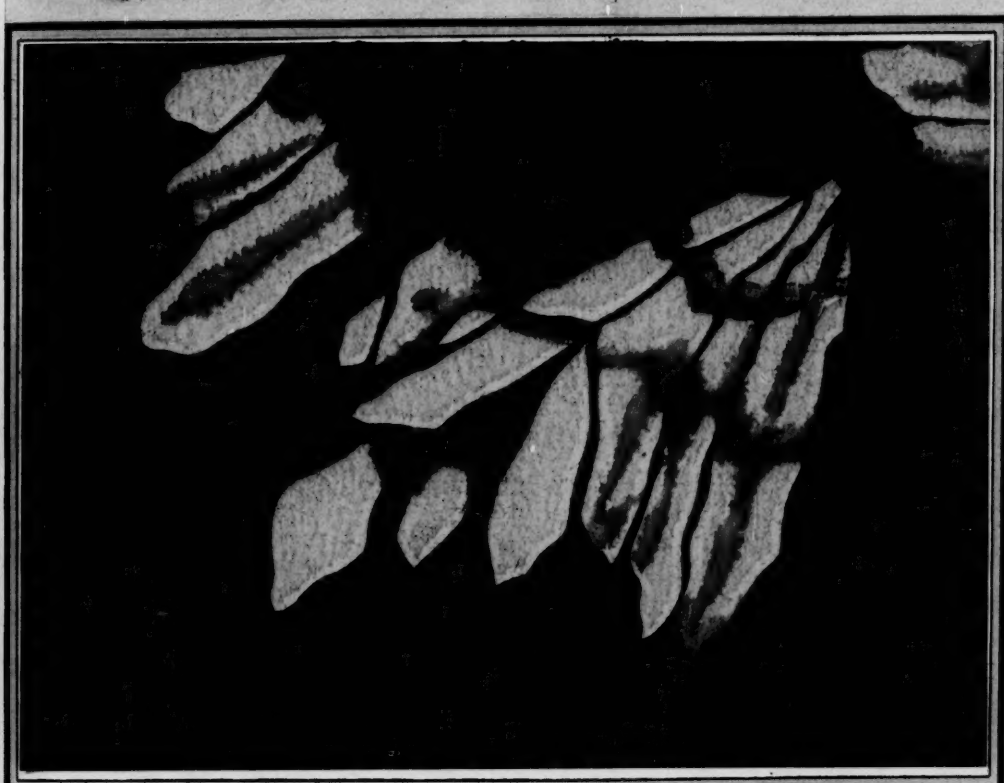
WHITING-PATTERSON CO., INC.

New York and Philadelphia

Swigart Paper Co., Chicago L. P. Cheever, Boston, Mass.
Walter J. Willoughby, Inc., San Francisco, Cal.

Springfield Glazed Paper Co., Chicago
The John Leslie Paper Co. Paper Sales, Ltd.
Minneapolis, Minn. Toronto, Canada

PAYOR



F-3510

THE delicacy of color and motif that speaks of
sunlit gardens and sweet things—what better
to tell of the dainty bits nestling in your candy
box.

WHITING-PATTERSON CO., INC.

New York and Philadelphia

Swigart Paper Co., Chicago L. P. Cheever, Boston, Mass.

Walter J. Willoughby, Inc., San Francisco, Cal.

Springfield Glazed Paper Co., Chicago

The John Leslie Paper Co.
Minneapolis, Minn.

Paper Sales, Ltd.
Toronto, Canada



180 lbs.
on a
Mason
Box
which weighs only
4 ounces

S**TRENGTH** doesn't necessarily require weight. Strength in **Mason** Modern Mailers is the product of scientific construction and proper materials. It's the *hidden factors* which count in the mailing trial. The *strength* which comes from scientific construction.

You who ship by mail know the damage from insecure containers which arrive dilapidated in your customers' hands. You can avoid all this. You can have correct packing and actually *effect economies* at the same time.

Send for Mason Samples and Catalog

We can help you to better postal shipping as we have been helping thousands of others. Tell us what you ship by mail, and how, and we will tell you how a **Mason** container can help you.

Mason
Modern Mailers
The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Room



Flatiron Building-175 Fifth Avenue



C.H. FORSMAN CO.
Box Tops With Vision

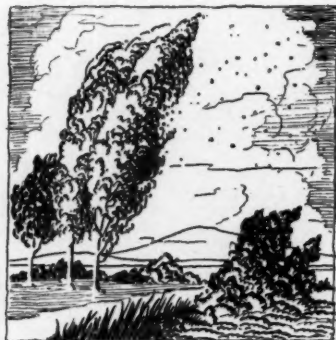
PRODUCED BY COURTESY OF
THE NUNNALLY COMPANY
AT ALBANY, N.Y.

Nunnally's

THE CANDY OF THE SOUTH

ASSORTED
NUT CHOCOLATES





FALL IS HERE. Business is brisk. Get ready to go after new business with vim and vigor. On going over your line you will find many new designs needed for 1930. Come to headquarters. Let us put our art and merchandising staffs to work on your problems.

Many of our present customers leave the solving of their entire package problems to us. It will pay you to do likewise.

Candy Companies, Perfume Houses, in fact all concerns that use color printing consult with us.

Send in the empty box—we do the rest.



C. H. FORSMAN CO.

MAIN OFFICE AND FACTORY

318-326 West 39th Street

NEW YORK

Monitor Speed

Is Timed in Terms of Dollars and Cents



Speed with accuracy means more business and greater profits.

More high grade work turned out in the least possible time increases your prestige among the trade—swells your earnings.

That's the exceptional feature of the Monitor. It turns out work quicker . . . with greater economy . . . better work than your competitors'.

Like many others the plant shown above chose Monitors after a careful investigation and comparison with other competitive makes—because Monitors mean greater production with less cost.

Think of the advantages of a machine that not only does superior work—but does it faster.

Now you can see why hundreds of the finest shops in America are using Monitors exclusively. Investigate the Monitor now! Learn what others say about it . . . know why it renders unexcelled service for years. Mail the coupon today.

LATHAM MACHINERY COMPANY

1143 FULTON ST., CHICAGO, ILL.

NEW YORK, 461 EIGHTH AVE.

PHILADELPHIA, THE BOURSE

BOSTON, 531 ATLANTIC AVE.

Latham Machinery Co:
1143 Fulton St., Chicago

All right, show us how the MONITOR Bottom Stitcher will cut our costs.

Name _____

Address _____ City _____ State _____

**Up to
100
packages
per
minute**

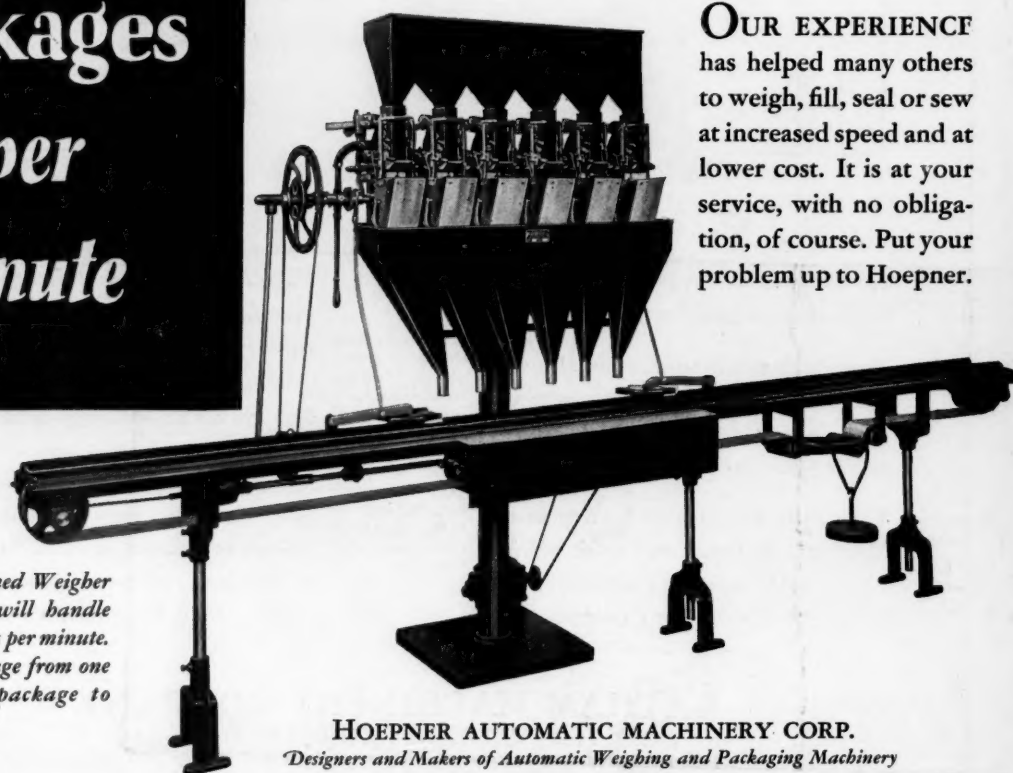
WHETHER you pack in cartons, cans, paper or burlap bags, envelopes or cotton sacks, Hoepner can help you speed up production.

There is a limit of speed at which any material flowing by gravity can be weighed with maximum accuracy. Hoepner utilizes this principle in each single unit. Increased production is obtained by combining into one machine as many of these units as are necessary to get any desired output. No attempt

is made to hasten the flow of material beyond this most accurate rate of speed.

If you have a dry-filling, packaging or bagging problem, send us a sample of your package and material and a brief outline of your requirements. There is a Hoepner exactly suited to your packaging needs.

OUR EXPERIENCE has helped many others to weigh, fill, seal or sew at increased speed and at lower cost. It is at your service, with no obligation, of course. Put your problem up to Hoepner.



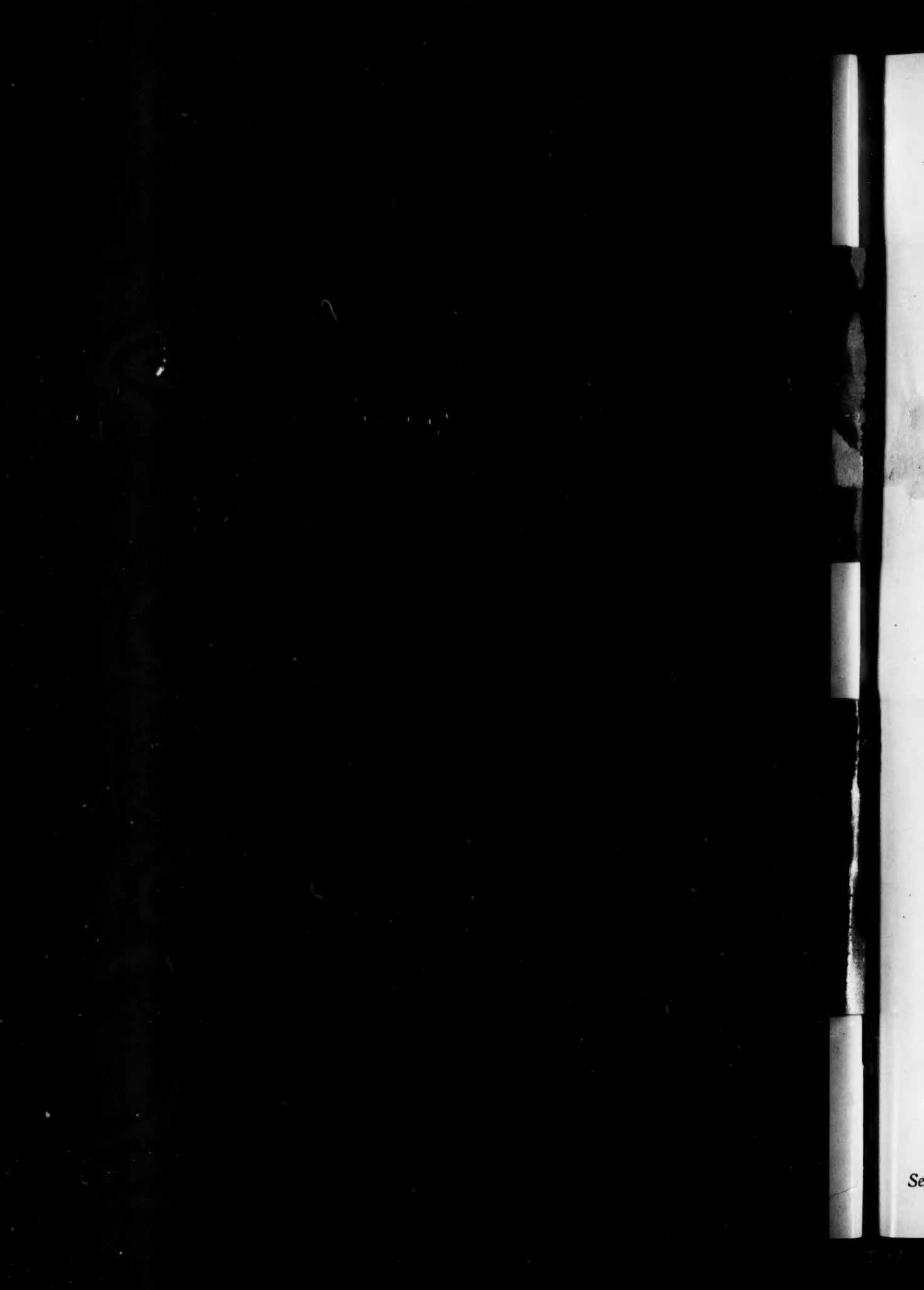
This combined Weigher and Filler will handle 100 packages per minute. Easy to change from one weight of package to another.

HOEPNER AUTOMATIC MACHINERY CORP.
Designers and Makers of Automatic Weighing and Packaging Machinery
1400 West Avenue, Buffalo, N. Y.

HMH-8

HOEPNER

STANDARD FOR THIRTY YEARS



ROYAL SATIN

A Superior Board for Quality Boxes

Here it is!

A sample of #70—26 x 38—*ROYAL SATIN* unlined. Also, how it looks when lined two sides with Gold Metallic M. C. 1079-P and Gold Brocade 1154-83, by Louis Dejonge & Co.

Expensive wraps, inside linings and unusual designs are conceived to attract the eye of the prospective purchaser. Why sacrifice the time, thought and expense given to your creation by having it produced on an inferior board? The best is none too good for quality boxes.

There is no argument about ROYAL SATIN Board. It is admittedly the finest board manufactured for quality boxes. Made to rigid specifications, ROYAL SATIN is always uniform—never any variance of texture and finish—never a deviation from quality.

Compare these samples of *ROYAL SATIN* with the board used in your present boxes. Note the difference in finish and body—the clean cut appearance of *ROYAL SATIN*.

For further particulars and samples consult your boxmaker or with us direct.

Produced exclusively by

THE BUTTERFIELD-BARRY COMPANY

OLDEST ESTABLISHED PAPER BOARD DISTRIBUTORS IN AMERICA

174 HUDSON STREET

NEW YORK

September, 1929

21

ARE
HUMAN HANDS
ADDING
THESE FACTORS
TO YOUR
COSTS?



FIGURE the cost of the excessive time and material wasted in a year by operations in your plant that must be performed by hand because no machine had ever been built to do them more efficiently. That sum would increase your profits handsomely—if it could be saved!

Special Production Machines has devoted itself to the task of helping manufacturers who face this situation by designing and building special machines to fill special needs . . . Production processes that had formerly been regarded as too complicated to do automatically are now being done in many well known plants throughout the country by efficient machines designed

by our engineers and built in our plant . . . In some plants our engineers have redesigned and improved existing machines, or made semi-automatic machinery completely automatic. Our work has embraced the solution of practically every conceivable type of production problem in practically all industries. In nearly every instance we have been able to help the manufacturers we have served to save money, speed their production, and often to improve their product.

Let us send you a booklet of evidence showing savings we have effected in some of the most prominent concerns in the country. It explains our service in detail. Special Production Machines, Norfolk Downs, Massachusetts.

Special PRODUCTION MACHINES

A Division of PNEUMATIC SCALE CORPORATION, LIMITED

For over thirty-five years Pneumatic Scale Corporation, Limited, has manufactured automatic labor-saving machinery for many of the world's largest producers of merchandise.

E

FRENCH VELOURS



the ideal covering for~

<i>boxes~</i>	<i>cases~</i>	<i>books~</i>
candies	jewelry	brochures
perfumes	spectacles	catalogues
powders	instruments	house-organs
cigarettes	silverware	edition bindings

*sample book and experimental
sheets on request*

KELLER-DORIAN PAPER CO., Inc.

110 fifth avenue, new york

Fresh



"Is it fresh?" the customer's first question. "Will it KEEP fresh?"... the manufacturer's constant concern.

And between the two a dealer who wants both his customer's goodwill and reasonable stability in his stock... accepting, sales-promoting appearance in the product; a wrapper that protects without sacrifice of clarity and displays with complete protection.

To solve this problem Riegel's Waxed Glassine... a surface of satin, flexible transparency; moisture proof and grease proof BOTH ways.

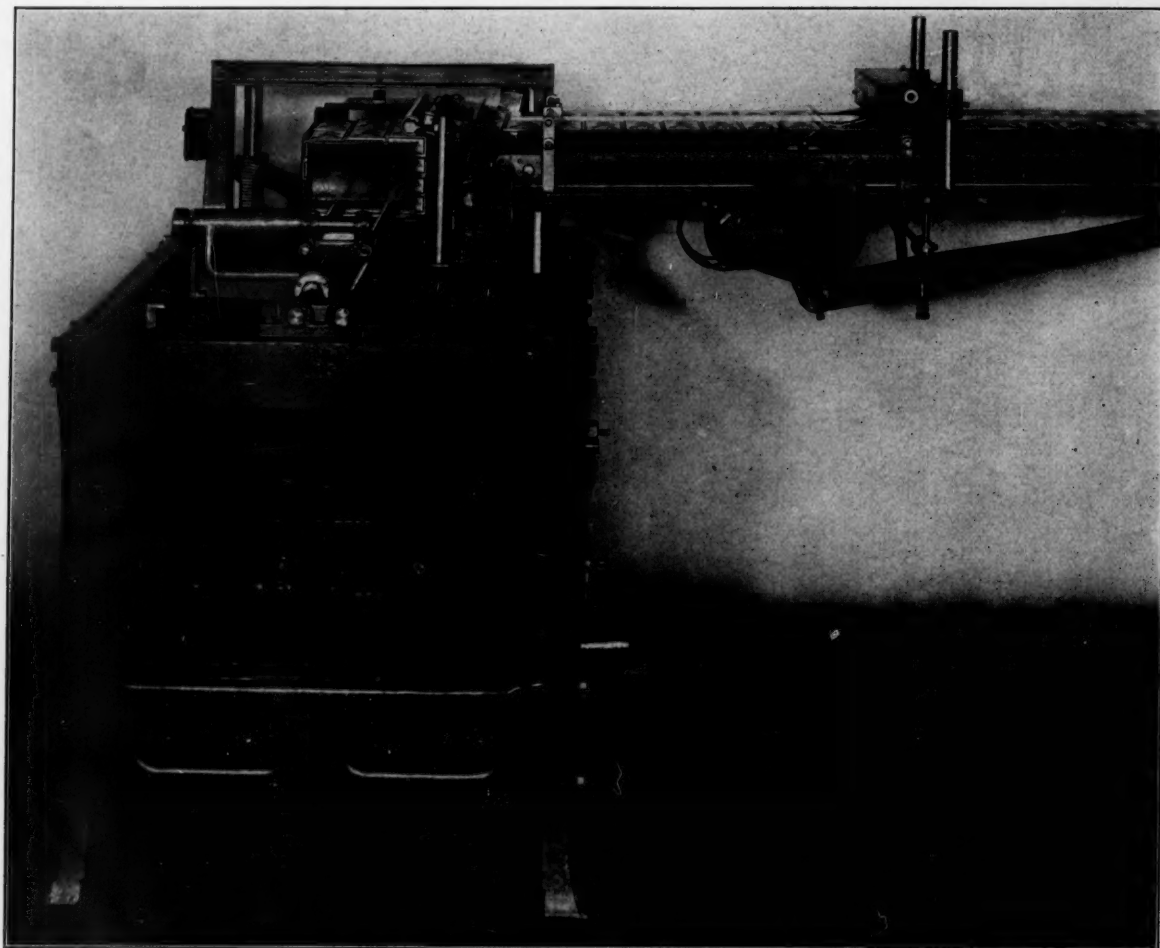
Sample? Yes... and plenty of facts.

RIEGL'S WAXED GLASSINE
Jewel Case Brand

THE WARREN MANUFACTURING CO.

248 MADISON AVE.
NEW YORK, N. Y.

Chicago Office:
111 W. Washington St.



Another 100% Automatic Machine!

WE have developed a machine for automatically assembling and packing rectangular or round packages in solid fibre or corrugated shipping containers which has proved a tremendous labor saver in plants in which it has been installed.

We can pack the output of several manufacturing lines, by conveying them to a single packing machine, and with the aid of but

one operator, can pack them in the containers, without injury to labels or to the packages themselves, delivering them on conveyor ready for sealing. It is not necessary to have the bottoms of the cases made up before being packed.

The illustration shows a machine built for one of the large manufacturing confectioners.

Write our Engineering Department if you have a sealing problem

MAILLER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.
JOHN F. WILLARD & SON
335 E. 4th St.
Los Angeles, Cal.

Standard
SEALING EQUIPMENT CORPORATION

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.
208 West Washington St.
C. S. du Mont
Windsor House
Victoria Street, S.W.I.
LONDON, ENGLAND

Fascinating New Designs

*by SUHR**

HEAD THE NEW 1930 LINE OF AMERICAN BEAUTY PAPERS

Send for copy of the New 1930 Sample Book - Now Ready.



The C. R. Whiting Co. never underestimate their customers' intelligence. They retain the highest type men in mechanical development and design, and produce papers that have real merchandising value. The results show

THEY WERE NOT WRONG

and they are continuing this policy for your further approval.

* Frederic J. Suhr is one of America's foremost creators of original designs.



C. R. Whiting Co., Inc.

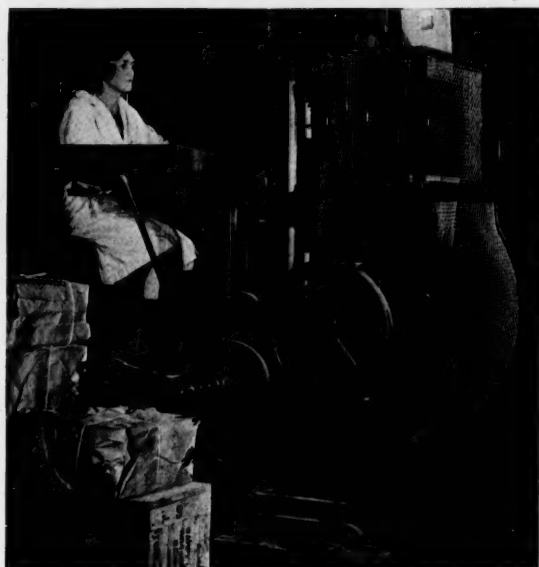
281-287 New Jersey Railroad Ave.,

Newark, N. J.

T

S

TO MAKE A GOOD PRODUCT IS ANY MAN'S BUSINESS, BUT



TO form and line a container, fold,
close and seal in the goodness
and the purity of that product is
PETERS' Business.

More progressive concerns have gone
the **PETERS** way this year than ever
before. Ask for a **PETERS** engi-
neer—he will tell you why.



PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



BEHIND THESE WINDOWS
your products are
assured absolute protection

GLASSINE
PLAIN

GREASEPROOF

GLASSINE
EMBOSSED

Words . . . words . . . and more words . . . But to know the true value, high quality and absolute uniformity of **HARTFORD CITY GLASSINE** and **GREASEPROOF PAPERS** . . . you must try them. The actual test will convince you. Send for sample sheets now.



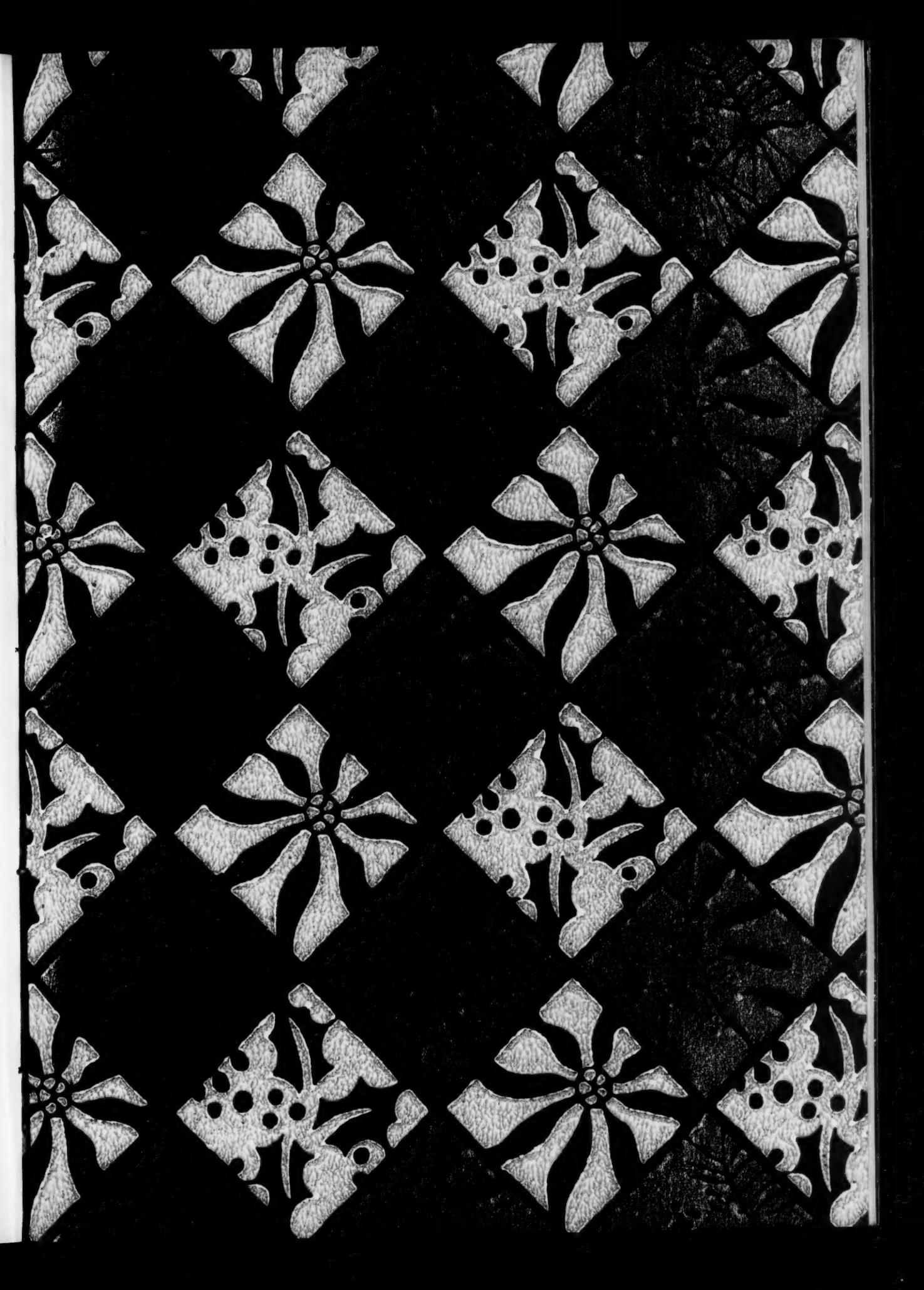
HARTFORD CITY PAPER COMPANY

NEW YORK OFFICE
1001 WOOLWORTH BLDG.

HARTFORD CITY, IND.

CHICAGO OFFICE
618 FIRST NATL. BANK BLDG.

Modern Packaging



85
Front

BOX

ROYAL

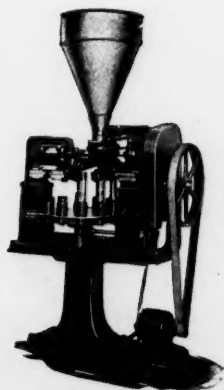
ELEV

et

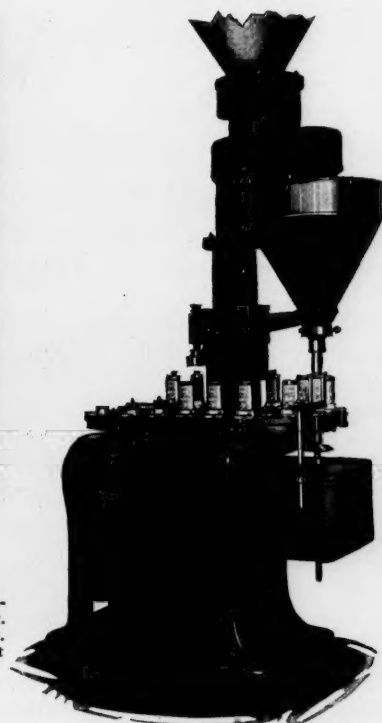


FILLING MACHINERY for packaging

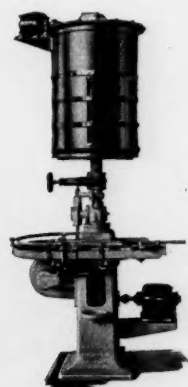
liquids, pastes and powders in tubes, cans, jars, tins, boxes



Special Machine for handling pint size tubes. Equipped with special preformer for shaping tubes to insure perfect folding and clipping.



Powder Filler—for practically any powdered product. 15,000 containers per day. Available with or without attachments.



Special machine for packaging liquids or semi-liquids — paints, foods, oils, dressings, etc.

Over 20 years' experience in solving our customers' filling problems should enable us to be of valuable assistance to you. One customer writes:

"At the time we received the F. J. Stokes Closing and Filling Machine our men had never had any experience in carrying on work of this kind. The machinery was so well constructed and automatic in operation that our business was placed upon an economical paying basis at once."

Full automatic tube filling, closing, clip-forming and attaching machine.



Send us samples and data today

FJSTOKES MACHINE COMPANY

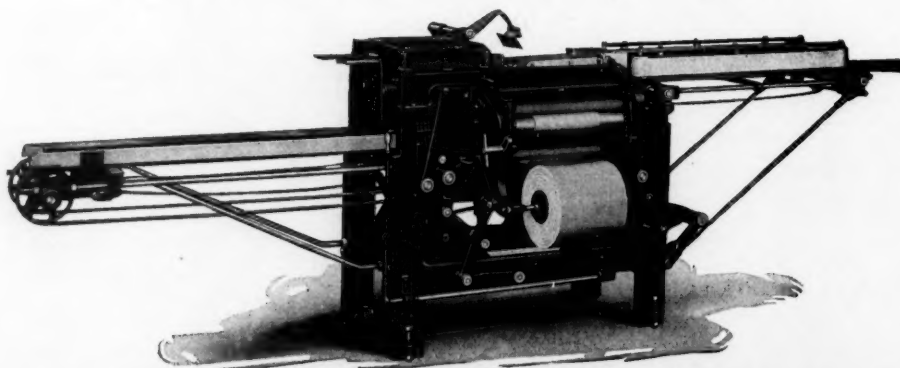
Tube, Jar and Powder Filling Equipment since 1895

5970 Tabor Road

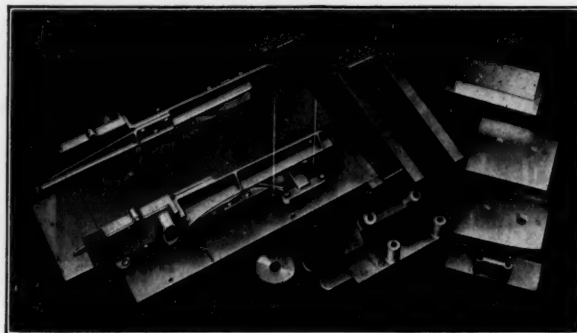
Olney, P. O.

Philadelphia, Pa.

DIFFERENT SIZES—BUT ALL WRAPPED ON ONE (CONVERTIBLE TYPE) MACHINE



A highly efficient wax wrapping unit, operating *entirely without cams*, and noiseless in operation.



View of complete equipment change, necessary to change package sizes. Time of change, 5 to 10 minutes.

Capable of handling many sizes, or one size, with equal efficiency at speeds of 60 to 80 per minute. Under special construction speeds to 125 per minute are developed.

Model 33 can be handled in any packaging line with automatic hook-up. Each package regardless of position upon entering the machine is automatically

timed to synchronize with the machine's operation.

Continuous steady operation for the machine—changing from size to size as production warrants. (The machine can be changed from size to size in five minutes' time. It is not a matter of adjustability, simply a definite exchange in equipment, exactly built for the package to be wrapped.)

Perhaps in your plant the daily total of packages, hand wrapped, warrants the installation of an automatic machine (possibly a group of your odd sizes), but this total may be the combination of two or three, sometimes more, sizes.

Separately they do not warrant individual wrapping machines for each size, but in combination you could make a large saving over hand wrapping.

If so, we have an interesting message for you.

For Particulars

Mail sizes or sample packages with brief description

TO

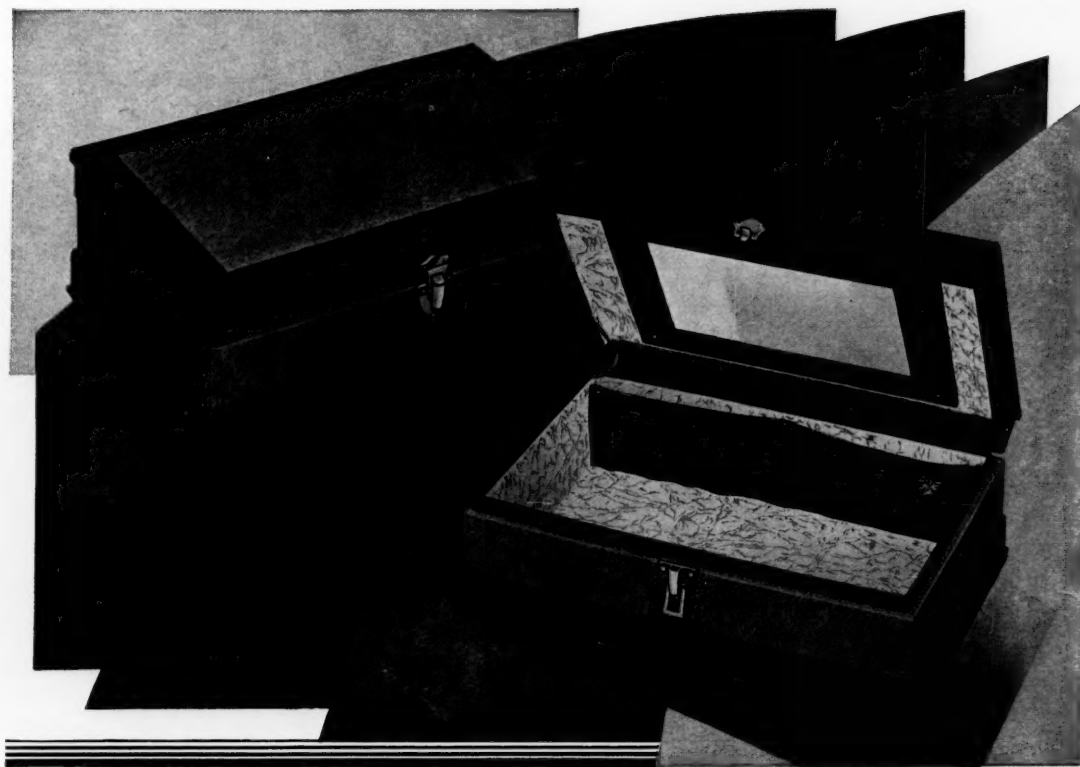
BATTLE CREEK WRAPPING MACHINE COMPANY

Manufacturers of Automatic Wrapping Machinery

BATTLE CREEK, MICHIGAN

London Office: C. S. duMont, Windsor House, Victoria St., Westminster, S.W.1.

See our Data
in the
PACKAGING CATALOG



Your merchandising problems can be solved by proper packaging. Ritchie boxes, for beauty and utility, are lighting the highways of business.

Tell us your package problems our service department will solve them.



Ritchie boxes have a salutary effect on your "over the counter" sales.

The package shown above is a stock design and can be bought in small or large quantities, send for price list on this and other stock packages.

W.C. RITCHIE & COMPANY

831 West Van Buren St., Chicago, Ill.



We make all types of Cans including a good many specials that were designed in our factory. We may be able to improve your package. Why not try us?

W.C. RITCHIE & COMPANY

831 West Van Buren St., Chicago, Ill.

FACE AND TALCUM POWDERS

WHY DID 43

Face and Talcum Powder manufacturers choose **AMERICAN UNIVERSAL ELECTRIC FILLING MACHINES** as made by the **Stokes & Smith Company** for filling their packages?



FILLING MACHINES CARTON TOP and BOTTOM SEALERS GROSS or NET WEIGHT SCALES	ENVELOPE SEALERS CARTON FILLING and SEALING MACHINES TIGHT WRAPPING MACHINES
--	---

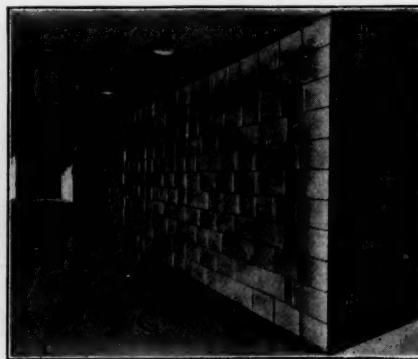
STOKES & SMITH COMPANY
PACKAGING MACHINERY
FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE—23 GOSWELL RD.



GAIR

CORRUGATED SHIPPING CASES

The legend goes that a gesticulating professor whacked an uninhabited wasp's nest into flinders in the course of his solitary woodland walk, and to him the drab gray particles looked like light Kraft. They were light Kraft. Wood macerated by industrious insects gave the clue to the chemical process of making wood pulp in its various forms and grades. Many exhausted wood bi-products are used in making the liner for Corrugated Cases, but Gair Tan Brown Jute Corrugated Cases have all the original test and stability imparted by Kraft (Swedish word for strength) and the unvarying brown richness of color that gives them the same merchandising force as the packed Cartons they contain.



Gair Corrugated Cases have the squareness and sustaining strength necessary to tall stacking. They are built with an eye toward warehousing.

ROBERT GAIR COMPANY
420 LEXINGTON AVENUE - NEW YORK - N.Y.

MODERN PACKAGING

11 Park Place, New York, N. Y. Copyright 1929.

VOLUME THREE
NUMBER ONE

NEW YORK, *September*, 1929

\$3.00 FOR THE YEAR
35 CENTS A COPY

Packaging a Notable Line of Specialties

The Parent Plant of the Beech-Nut Packing Company at Canajoharie, N. Y., Produces a Variety of Food Products and Makes Use of a Wide Range of Packages

By K. M. REED

VISITORS are welcome at the Canajoharie plant of the Beech-Nut Packing Co. Not only is there a sign to that effect on the main entrance to the plant but the courtesies extended by those in charge leaves no doubt as to the genuineness of the invitation. Guides are provided to escort visitors through the plant and all phases of production are carefully explained. Schools, colleges and other institutions frequently send groups of students to the plant to study production methods. A visit to the plant is sufficient to explain the reason for this attitude on the part of the company.

There is something of the old-world guild spirit in this organization—a keen pride in the production of fine foods, a consideration for the welfare of its employees and a constant alertness for possible improvements in both manufacturing and merchandising methods.

The plant itself consists of several large modern buildings surrounded by flower-bordered pathways. Innumerable large windows flood the various departments with sunshine and fresh air. The entire front of the main building is devoted to offices for executives and the many departments made necessary by an organization of this size and character.

A large recreation room comfortably furnished and decorated with the original paintings of pictures used in the company's advertisements is provided for the use of the employees. Here informal parties and dances are given at frequent intervals and the room is also used by employees at luncheon time. The company provides without charge a special hot dish for those who wish to remain at the plant during the luncheon hour. Hot coffee is also provided to employees during the winter and cool beverages during the summer.



Specialties described in accompanying article. Souvenir package in foreground

A high standard of cleanliness prevails throughout the plant. Each employee is provided with a clean white uniform at least twice a week—more frequently to those employed in certain of the operations where there is a possibility of actual contact with the foods. Professional manicurists are employed by the company and employees engaged in the handling of any of the products at any

stage of its production of packaging receive two manicures each week. Inspectors stationed throughout the plant are constantly on the alert for violations on the part of the employees of any of the company's rules governing the handling of the products.



Bacon jars are filled at spotless shining tables

The Beech-Nut Packing Company is the outgrowth of a small packing company formed over thirty years ago to market specially cured bacons and hams.

Because of the perishable quality of the products manufactured by this company, packages and efficient packaging methods play a most important role in the merchandising program. A large yearly volume of sales embracing a line of fifty-eight different products—many of them seasonal—necessitates up-to-the minute packaging methods and carefully planned production and packaging schedules.

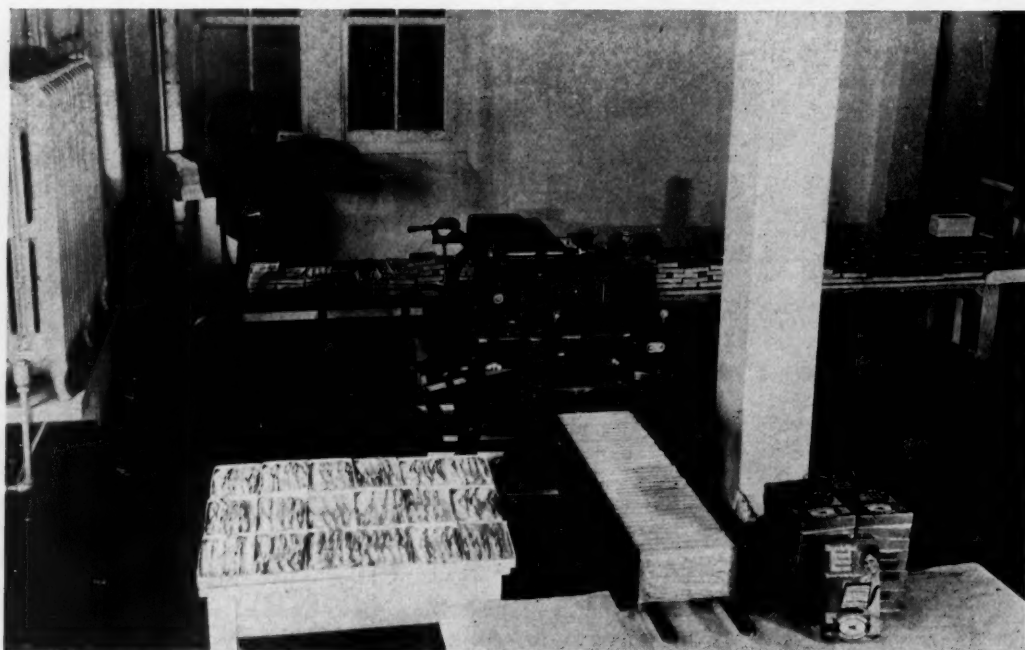
Variations of the standard label bearing the Beech-Nut Trade Mark are used on all these products. The inner oval of this label is in white with a pictorial reproduction of the beech nut in natural colors and the trade name in bright blue lettering. The outer oval is printed in red and bears the brand name in white lettering in the upper half, beech nuts and leaves at either end and the name in white letters of the food product for which it is intended in the lower half of the oval.

All the glass jars used in packaging the different products manufactured by this company are shipped from the glass factory to Canajoharie in corrugated containers bearing the trade name and the name of the product. These containers are unloaded from a railroad siding adjacent to the plant and conveyed to the sterilizing machines in the plant by means of a power conveyor. An operator situated at one end of the sterilizing machines places the contents of the case on a perforated moving belt which passes through the machine and the case on another conveyor that carries the cases along to the end of the sterilizing machines. This operator also inspects the glasses and removes any that are cracked or broken in any of the foregoing processes.

AS the jars pass through the sterilizing machine they are subjected to baths of hot water, live steam and then gradually cooled before they emerge from the machine. An operator seated at this end of the conveyor belt inspects each jar and slips a rubber ring into place before re-inserting the jars into the corrugated containers. As this work is piece work many of the operators develop tremendous speed and one of the operators has placed as many as 18,000 rubber rings in a single day.

The containers filled with the jars which have been provided with rubber rings are conveyed by moving belts to the various departments packaging products in this type of container.

Probably the best known of the fifty-eight products manufactured by this company is Beech-Nut bacon. The fresh pork from which this is made is all carefully selected in accordance with specifications so strict that at times it is with difficulty that enough can be secured. The meat must be freshly cut from fat barrow hogs or



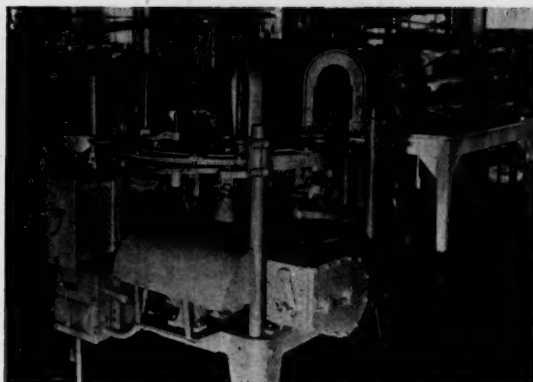
Bacon cartons are wrapped in wax paper at the rate of 42 per minute

virgin sows, seven to eight months old, quickly grown, that weigh from 160 to 190 pounds. Most of the slabs purchased weigh from 10 to 12 pounds each and all must be within certain widths and lengths, have a proper proportion of lean and fat, and so trimmed as to be square cut and "seedless." Each of the above restrictions is insisted upon for very definite reasons and the result is that the quality of meat is the very best that can be produced for making bacon. It is necessary to pay a premium for such a selection of raw material and this largely accounts for the slightly higher price of Beech-Nut Bacon.

In the process of making bacon from the fresh pork equally particular methods are used. The bacon is cured by what is known as the "dry cure." That is, a mixture of salt and sugar is thoroughly rubbed on the surface of the slabs which are then packed away and kept at a low temperature for about a month. During this process there is a loss in weight of about 1 to 2%. If the old-fashioned "pickle cure" had been used, the slabs would have gained from 5 to 10%. In the so-called "box cure" where the slabs are packed dry in tight boxes and allowed to cure in their own liquid the meat comes out of cure at about the same weight that it goes in. Until recently most of the bacon on the market was pickle cured but there has been a radical change to dry cure during the past few years.

In the skinning, slicing and selecting operations for Beech-Nut Brand Sliced Bacon there are additional losses so that the finished product represents only 73% of the raw material purchased.

From the foregoing it can be seen that the process employed to give Beech-Nut Bacon its famous aroma and flavor is done at a sacrifice of considerable material. This is expensive but adds to its value. This product is offered for sale in ten forms—in bulk, in half-slabs, whole



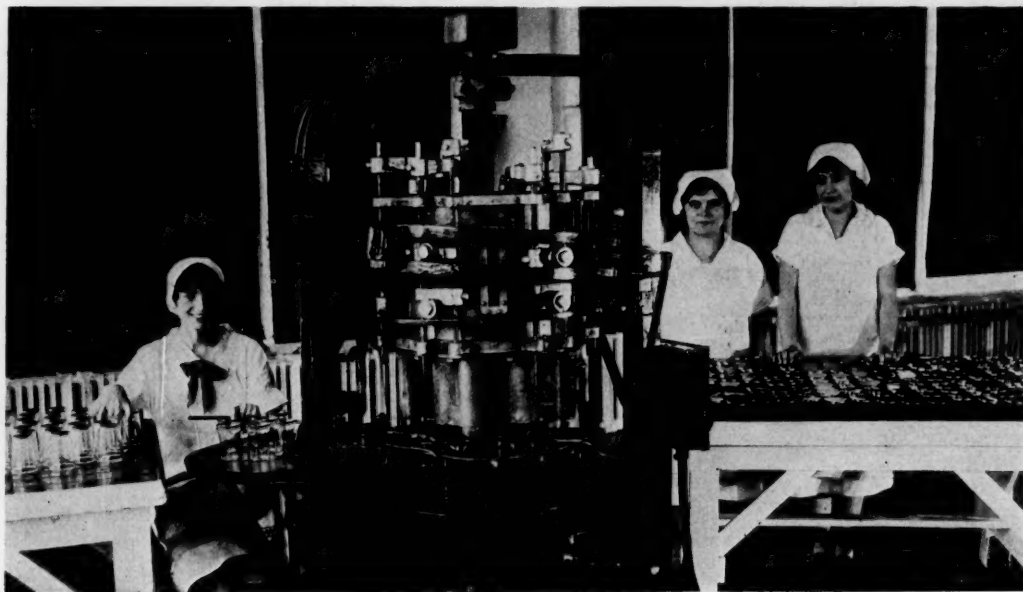
Automatic labeling of bacon jars

slabs, strips, and squares, in eight and one-half ounce and five-ounce jars, packets and one-half, one- and five-pound cartons.

AFTER the curing, the slabs are washed and allowed to drain and are then hung up in smoke houses, and smoked slowly at a low temperature. Smoke from smoldering fires of beech wood and hard maple take out the excessive moisture, adds its preserving quality and gives the meat its distinctive and delicious flavor. The bacon is smoked over these smoldering fires for five days and five nights, a total of about 120 hours.

The slabs are then removed on racks to the cold storage rooms and allowed to remain there until thoroughly chilled before going to the slicing machines.

The rinds are removed by hand before the bacon slabs are taken to the slicing room. There, electrically operated machines capable of an average speed of 540 slices per minute prepare this product for packaging.



Sterilized jars are filled with automatically controlled quantities of currant jelly

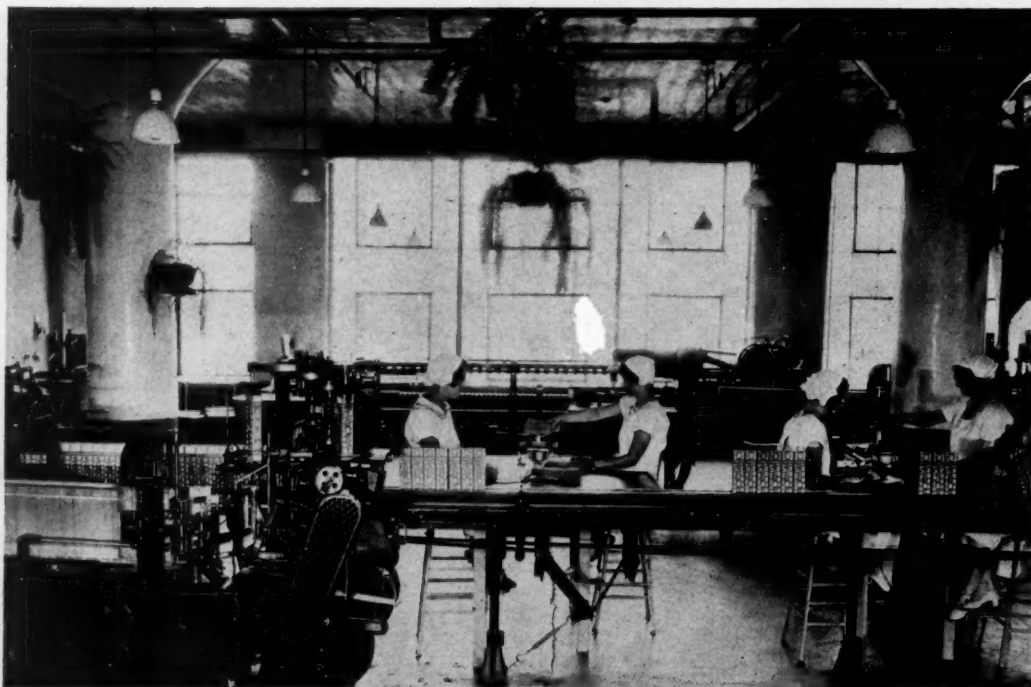


Formed spaghetti cartons pass along conveyor belts to operator who inserts two paper rolls of the product

As the slices leave the machine they are collected in oblong trays and conveyed to the packaging department.

The operators at the packing tables are each provided with stacks of the bottom halves of the cartons and stacks of waxed paper cut to fit the various-size cartons. A sheet of waxed paper is placed in the bottom of the carton, then a layer of the sliced bacon, another sheet of

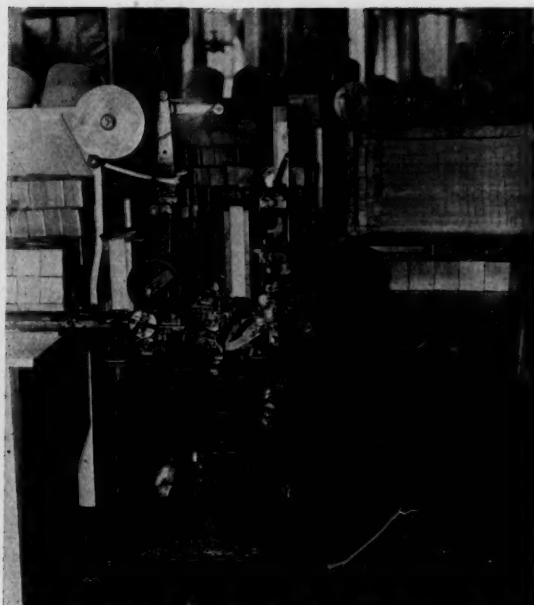
paper, a second layer of slices and finally a third layer of both paper and slices. The operator then weighs the cartons and if under weight places slices to bring the total to the proper weight. Each operator is numbered and a wax paper square imprinted with the operator's number is placed in each packed carton. The filled carton is then placed on a conveyor belt which passes



Filled spaghetti cartons are automatically sealed



Vacuum capping and labeling of peanut butter jars

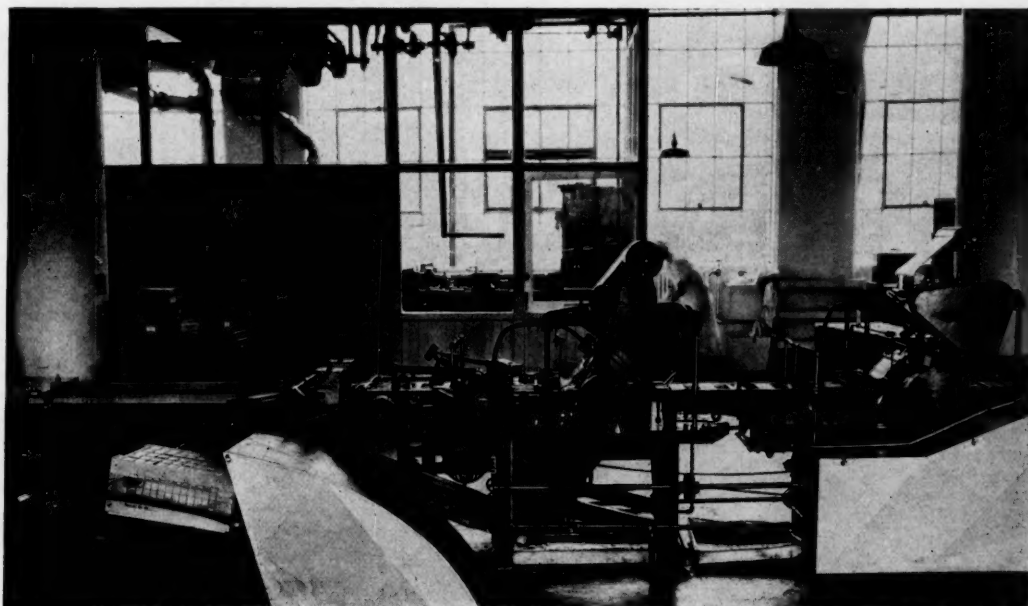


Chewing gum is automatically wrapped in lined tinfoil

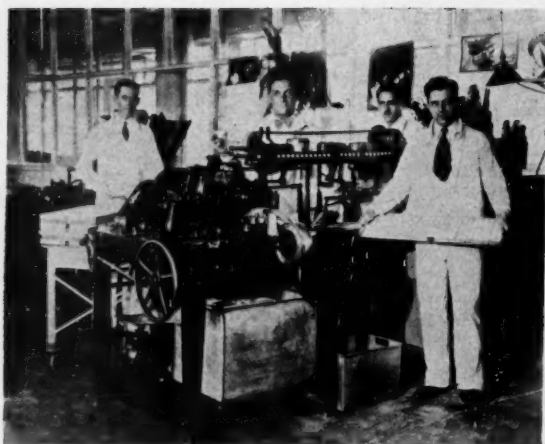
between a double row of inspectors whose duty it is to inspect each carton to insure it being of the correct weight. A careful check is kept on these packages and the number of a package operator turning out over- or under-weight cartons is noted.

After the weight of the carton has been corrected it is again placed on a conveyor belt leading to the glassine-paper wrapping machine. This machine is fed by a continuous roll of glassine paper and is capable of a speed of 42 packages per minute. Each carton is wrapped and

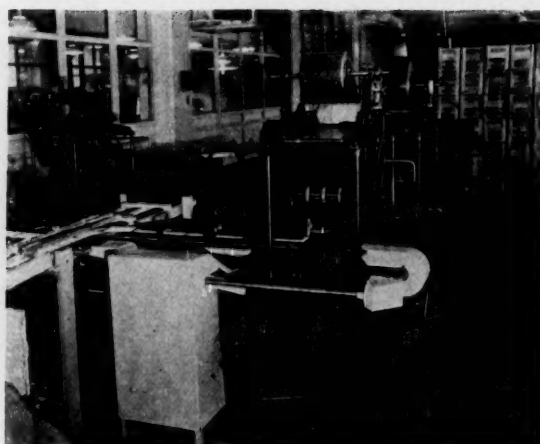
sealed. Another belt leaving the machines runs between a row of inspectors whose duty it is to see that each package is completely sealed. Operators stationed at the end of this belt place an outside cover with a lithographed wrap over the glassine-paper wrapped carton. Formerly the cover of the carton was put in place before it was glassine-paper wrapped but believing that the glossy, attractive blue package was shown to greater advantage if not covered with paper, this new plan was recently adopted for the standard package.



Cartons of chewing gum packages are wrapped in printed wax paper



Stacks of "mints" are fed to wrapping machines



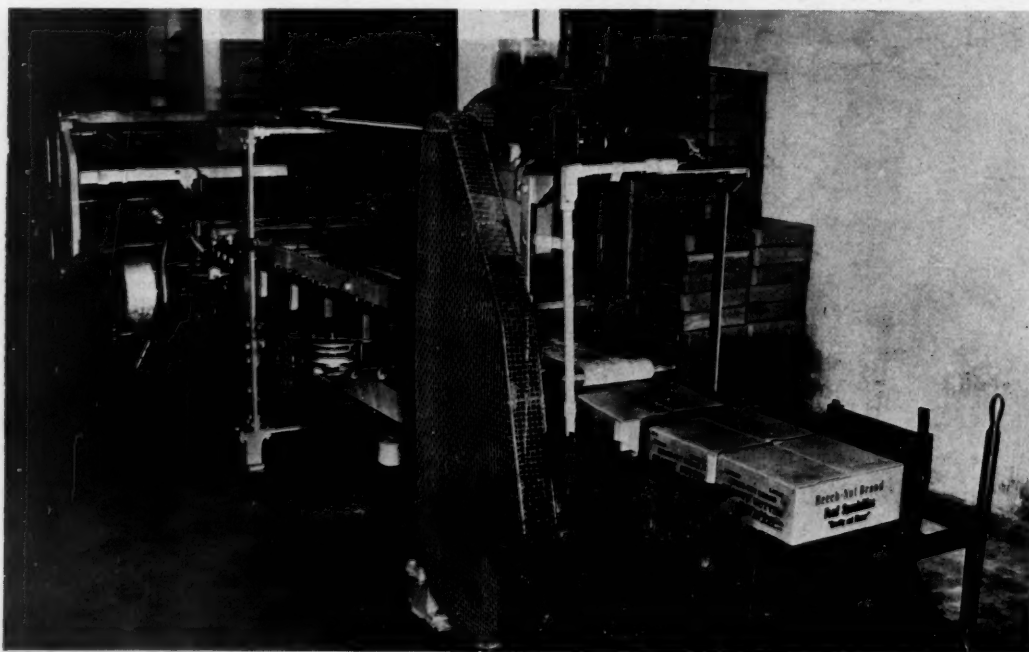
Wax-wrapping of filled candy cartons

THE finished cartons are then packed into shipping cases and removed to the shipping department for sealing. So rapidly does this product pass through the packaging department that the bacon is still cold at the time it reaches the shipping department.

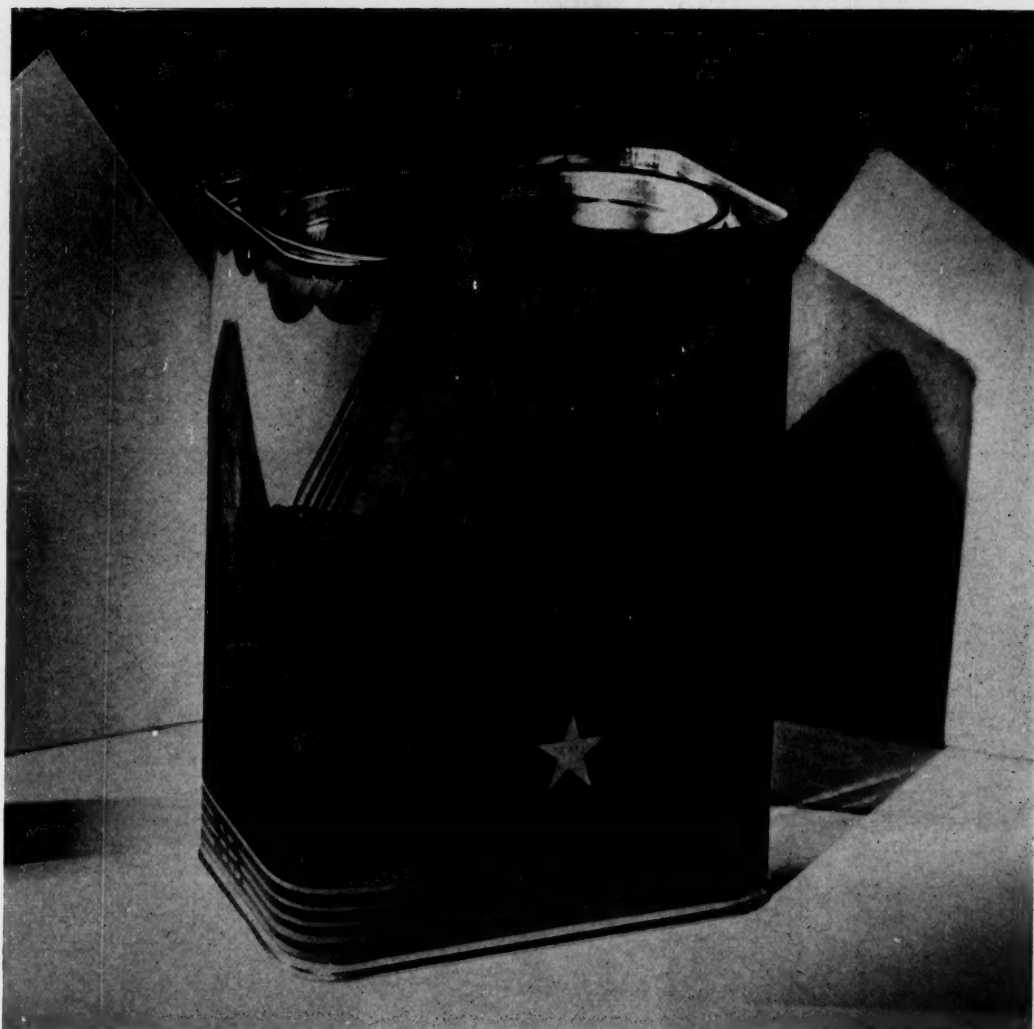
The jars used in packaging bacon pass along conveyor belts to the operators after a thorough sterilization. These operators select perfect whole slices and arrange them around the inside of the jar. Then the center of the jar is packed with additional slices and the ends of those nearest the glass are folded over. A wax paper square printed with the packer's number is placed on top of each jar before the cap is applied. Each jar is weighed before capping to assure correct weight. The jars are then returned to the conveyor belt and pass to the

vacuum capping machine which applies the metal cap. Passing out of this machine they again travel along a conveyor belt to the labeling machine which applies glue to the standard label, "spots" it on the jar and discharges the jar between brushes. As the jars leave this machine they are inspected for imperfect or scratched labels and packed into the original fibre cases. These cases are then sealed and removed to the shipping room. Each label is stamped with a code number which enables the company to check back to the date of packaging.

The pieces of bulk bacon as well as the whole hams are first wrapped in parchment paper wrappers and then encased in an outside wrapper of heavy parchment paper printed with an all-over design (*Continued on page 58*)



All fibre shipping cases pass through this sealing machine



The Package of the Month

TO introduce a new blend of coffee R. H. Macy and Co., of New York, has resorted to the unusual in packaging. In selecting this package as the package of the month the following characteristics were considered.

Attractiveness: The label used is developed in coffee brown, bright orange, yellow and gray. The artistic effect is modern in character and possesses high attention value. A suggestion of the type of blend is given by the design in which volcanoes and a sunset effect are displayed in vivid colors.

Legibility and Advertising Value: The type of lettering employed and the color combination used—yellow on dark brown—possesses high legibility. Spacing of the three lines of type is wide enough to completely prevent blurring of type, thus assuring equal value for each of the three lines.

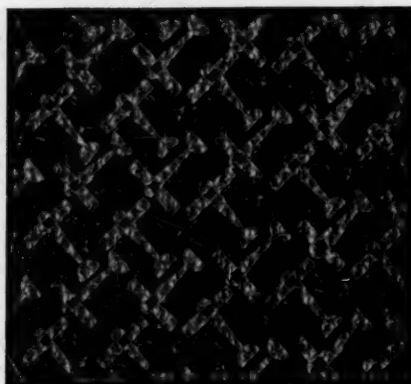
The red star trade mark of the company instantly identifies the company and permits the use of the usual signature lettering of the trade name in smaller type than would be required if the trade mark was not employed.

THIS package has been successfully reproduced in black and white advertising and the colors employed are suitable for use in any type of advertising desired.

Usability: A square fibre can with metal lift top and bottom is used as a package. Although giving the appearance of size the can is comfortable to hold and fits easily into the average size hand. The lift top is easily removed and replaced which makes it unnecessary to remove the contents from the original container.

Protection: The sturdy construction and heavy materials used in manufacturing (Continued on page 62)

Right: Silver airplanes silhouetted against a deep blue sky decorated with gold stars. By C. R. Whiting Co., Incorporated



Decorative Papers

**Suitable Coverings for
May Be Found among
Different Designs**



Left: A large design in a conventionalized pattern developed in orange, red, green, black and gold. By Whiting-Patterson Paper Company



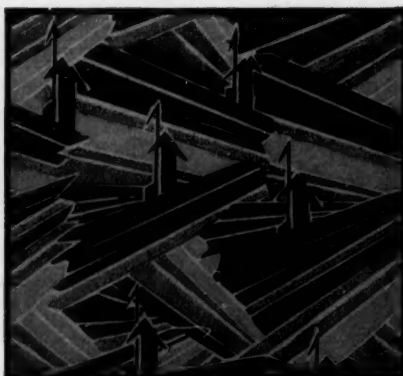
Upper right: The atmosphere of New York City is suggested by the design employed on this paper. By Royal Card and Paper Company



Left: A geometric design in deep purple and silver suggests novelty and luxury. By C. R. Whiting Co., Incorporated



Right: Modernized version of a sunset developed in an all-over pattern in sunset colors. By Whiting-Patterson Paper Company



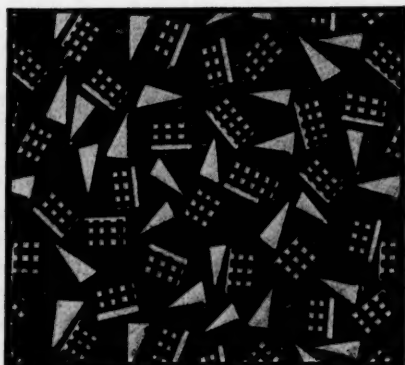
Above: Wave effect in design of metal silver, gold and green on a black and red background. By Paper Service Company

for Every Purpose

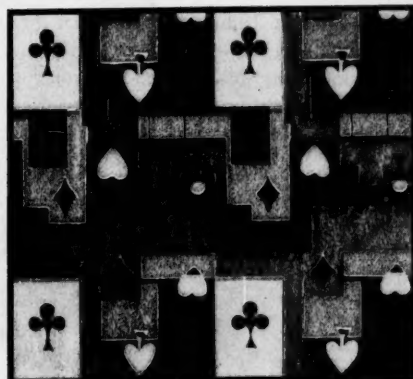
**Every Type of Container
the Many Refreshingly
Recently Issued.**



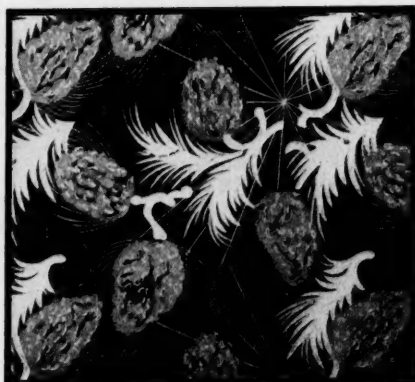
Left: A juvenile pattern developed in bright colors and black against a white background. By Royal Card and Paper Company



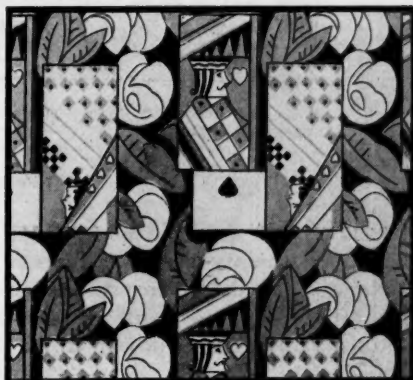
Left: Maroon and gold geometric design on an orange-red background velour paper. By H. D. Catty Company



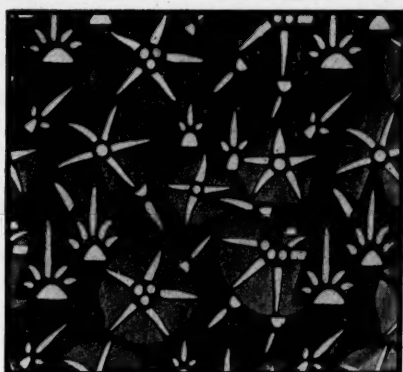
Right: A black paper forms an effective background for a novel bridge design in gold, green and white. By Hampden Glazed Paper and Card Company



Left: Silver, red and green Christmas design on a green background. By Hampden Glazed Paper and Card Company



Above: A bridge design in buff and orchid on a black background produces a distinctly novel effect. By Hampden Glazed Paper and Card Company



Right: Modernized metallic morning glories on a deep red velour paper. Flowers in purple and yellow, leaves in green and yellow. By D. H. Catty Company

Color Trends in Packages

Changes Develop New Problems and Require Consideration of Products to Be Contained—Importance of Fundamental Laws

By GEORGE RICE

IF a manufacturer or designer of colors and patterns on modern packages knew just what colors and designs to use he would quickly possess a profitable corner in the container business throughout the country. I have been in communication with a number of expert and successful designers, dyers, printers and distributors of packages in this country and in Europe concerning the color trends, and also have made personal investigations and experiments. While many who are skilled in the art and science of color decorations on display con-



When gray designs are used on packages made up with a green ground, the law of contiguity of colors will tend to give the gray a pinkish hue.

tainers see some definite trend for at least a few months ahead, the majority of artisans are more or less puzzled as to what the real requirements are going to be. The real artist appears to be the man who can originate a futuristic color scheme in advance of his trade rivals. The giants of the craft frequently fail dismally with what ought to be an attractive color plan because of the presence or lack of presence of some color or part of a color in a general effect.

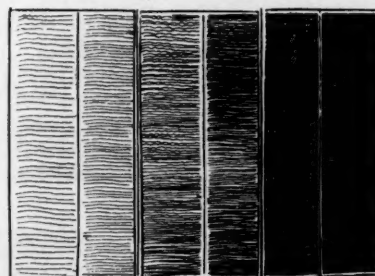
One of the most competent designers of colors for packages with whom I spoke stated that, in his opinion, the modern trend in color effects is and will be for sometime toward the sane and simple conventional ideals. Another artist of equally high standing in his profession asserted that the color trend on packages inclines to attractiveness and that there must be nothing dull or uninteresting in the combination.

THE uncertainty of the modernistic trend of colors for packages was brought to my attention recently when a man who had set himself up as a futurist de-

signer of packages exhibited a crateful of rejected samples. Evidently this artist realized that colors were the go, and he had put nearly all of the colors of the color realm on the canvases which he had prepared as models. But to one who knows that the creation of modern color effects for packages is as important as the creation of color effects for expensive pictures, silk attirements, costly lamp shades, and stained glass windows for churches, the crate full of chromo-like effects seemed to be either too gaudy or too dull.

The commercial value of a package surfaced with simple designs and colors is as great under certain conditions as is the commercial value of other packages which are elaborately colored with the hues and tints of the times. Anyway, it seems to be safer from the standpoint of the superintendents of the factories who make up the boxes to have most of the colored designs simple and conventional. They are cheaper to make and can be disposed of at lower prices than is possible when numerous colors and an abundance of artistry are employed. Art is costly and unless refreshing newness or some other feature goes along with it, whatever object it is applied to may be scrapped or disposed of at a loss.

Zone 1 Zone 2 Zone 3
One coat Two coats Three coats



The contacting edges of each zone of the same color will appear lighter in shade because of the contrast of the law of contiguity of colors

THERE are large buyers of packages for all kinds of commodities who avoid the elaborate and the intricate when it comes to solid colors or a variety of colors in the make-up of a design. There are other large buyers who want not only plenty of color on the packages but those colors must match the colors of the drapery and the upholstery of the place where they are to be used.

Modern Packaging

if ~



package
~ protection
~ personality

a seed man should ask us ~

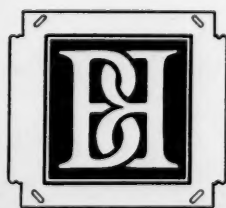
“HOW can I improve my package?” our first thought would still be protection. Is his box the best and the most economical, in protecting its contents, eliminating disappointed customers, and insuring profitable trade relations?

This question answered, we would next analyze his present package from the standpoint of “personality.”

Then we would see if it were possible to combine all his packages in one general design of a “family” type. This would have many advantages: it would mean more economical production; it would mean that his package, whatever its contents, would become generally familiar to the public; it would be a big advantage in showing that package in any advertising.

In the illustration above we show an imaginary sketch for a fictitious product. It shows what we might recommend to the seedsman. On the other hand, if he already had an excellent design, a slight rearrangement might improve it.

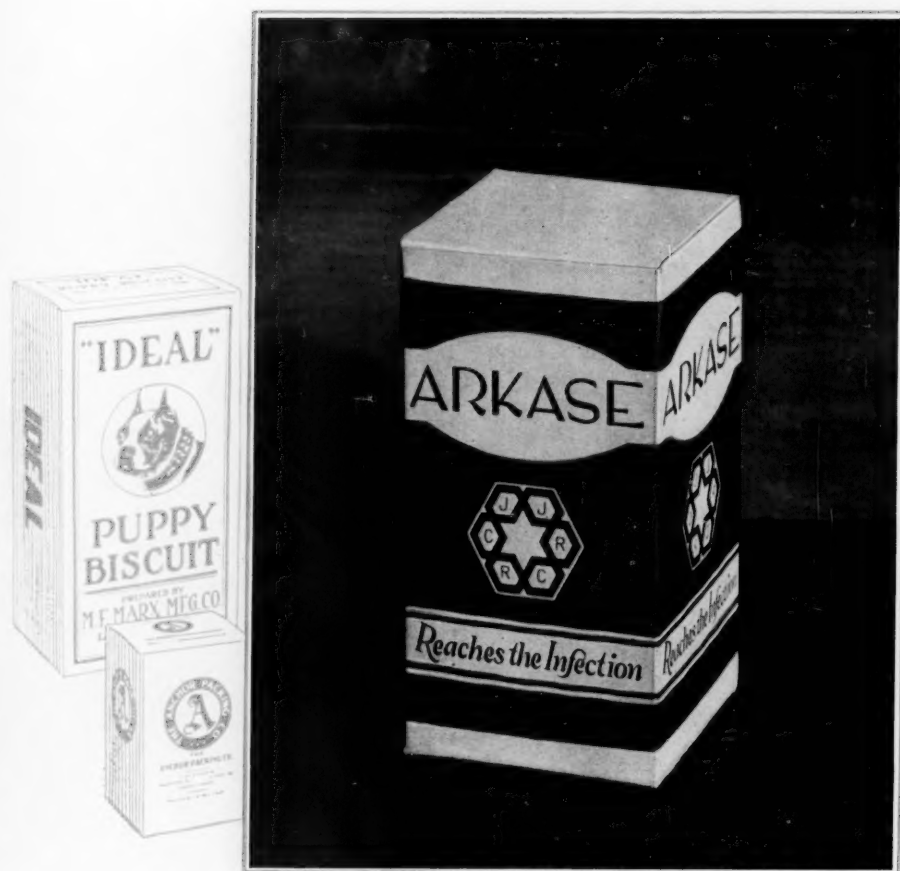
Such is a brief outline of the service we can perform and are glad to render to anyone really interested. Would you like us to do it for you?



B R O W N & B A I L E Y C O.

Makers of high grade folding paper boxes

P H I L A D E L P H I A



The illustrations are of a typical group of Brown & Bailey packages

A Word About Ourselves

BBROWN & BAILEY have been makers of high-grade folding paper boxes for 42 years. A large percentage of the improvements in such packages were originated by us. At the present time we hold many exclusive patents for certain specialized boxes. And our technical department is constantly developing new and better designs for our customers.

Brown & Bailey's first efforts were entirely devoted to improving the mechanics of the package, making it protect its contents better, stand up under the rough knocks of shipping and handling. Our whole thought was centered on *protection*. For the past few years we have added, for those who wish it, a service in improving also the *appearance* of the package, in improving its *personality*.



A certain night club ordered a thousand confection boxes with instructions that the coloring in the designs harmonize with the coloring in the designs on the walls of the club rooms. And there are overnight changes in color schemes of this order, for night clubs have a way of remodeling their interiors with new drapes, new rugs and new faces so as to draw the crowds. Then the containers that matched in colors with the colors of the old régime are discarded for new. And so the work goes on. Anyone can get a confusing mass of data from the color technicians, and his head will swim unless he realizes that after all it is simply a great struggle to give the public what it likes in the way of colors on containers.

Not many years ago a packing box for almost any article of commerce was simply a colorless pasteboard or wood-board affair that was thrown into the ash can as soon as the contents were removed. The designers of modern packages make a complete study of the box contents, how the contents are to be advertised, selling prices and locations of the possible markets before the color scheme is laid out.

REGARDLESS of the great care taken in making the colors fit the merchandising conditions and other conditions of the packages, it is not unusual for a carload of packages to be rejected by the purchasers now and then because of a color failure which was not contemplated when the color plan was prepared. For instance, I recently learned of a lot of finely made packages being refused because the law of contiguity of colors, which has been the downfall of many good designs, was overlooked when placing the colors in position.

A good way to get at this point is to mark off a smooth white card board in zones about two inches wide and of any convenient length, as shown in Fig. 1. Three zones will do. Put one coat of any convenient color on the surfaces of all three of the zones, and let it dry. Then apply another coat of the same color on zones 2 and 3 only and let this dry. Then apply a coat on the zone 3, by which process zone 1 will have one coat of the color, zone 2, two coats, and zone 3, three coats. The color will be alike throughout, although the depth of tone will be increased in the zones containing the second and third coatings. But the point I desire to bring out is that there will be two shades of the color in each zone because of the law of contiguity of colors, which law is sometimes overlooked when it comes to applying colors to packages.

In the experiment it will be seen that the border or edge of the first zone will appear to be lighter in shade than the border or edge of the second zone with which it lies in juxtaposition. And the border shade of the second zone will be lighter than the border shade of the third zone with which it contacts. Hence we will have two shades in each zone because of the proximity of the same on a flat surface, due to the difference in the depth of the shade in each zone.

The importance of this color law is felt in the package industry when certain specific color plans are nicely wrought out by someone who ignores the laws of con-

tiguity of colors and the customer complains about the appearance of the same. The fact is that light colors on packages tend to heighten contiguous colors in designs on packages under certain conditions just as dark ones tend to lower them in force.

I recall an order of containers which were made with some gray designs on a green background. The law of contiguity imparted such a visible pinkish hue to the gray designs that the firm placing the order flatly refused to accept the goods except at a rate which was so much reduced in value that the manufacturer of the containers must surely have lost money on the order.

Often the brightness of anything yellow or orange will heighten the color or the luster of a black, while some of the somber colors, like blue, will have the opposite effect and so on through the color field. It all comes in practice.

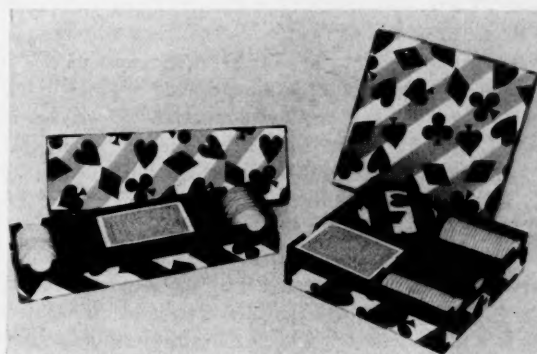
Where is the designer of colors for packages who has not spent many a restless night anxiously awaiting the outcome of his last efforts in coloring modern containers? What percentage of uneven coloring will there be if any? What change in border colors, what loss in luster because of poorly placed colors and which colors look bright enough when alone? How will the management of the plant like the colors? Will the customer overlook certain faulty arrangements of the colors? Can I get away with it? And so on. Sometimes it is left for the public to judge, and the public may turn down something which is perfect in color alignment, and receive joyfully a daub.

(To be continued)

Boxes for Poker Sets

THE accompanying illustration shows two poker sets recently packaged by Kirby-Cogeshall Co. of Milwaukee, Wis. Both boxes are covered with an attractive paper developed in yellow, gold, red and black and decorated with card symbols.

The package at the right contains 100 assorted poker



Decorated paper covered boxes for poker sets

chips, one deck of playing cards and four coasters covered with paper in the same pattern as that employed to cover the box. The smaller box contains 100 poker chips and one deck of playing cards. Both boxes are of sturdy construction and are equipped with handy thumb slots for convenience in removing cards and chips.

EDITORIAL

Distribution Costs and Packaging

AS substantial evidence of the importance of packaging in the reduction of costs of distribution it is interesting to note a recent announcement by the Associated Grocery Manufacturers of America. This association is undertaking a world-wide investigation to determine the means necessary to lower distribution costs in that industry. H. K. Drackett, president of the Drackett Chemical Sales Co., of Cincinnati, Ohio, and head of the association, in speaking of the plan recently stated that while the grocery industry has kept pace with American business in general by the adoption of the most economical process of manufacturing, there is good reason to believe that the same degree of efficiency has not yet been achieved by the industry in the field of distribution. There is considerable waste in the various divisions of this branch and a great deal of lost motion can be eliminated and substantial savings effected which may be eventually passed along to the consumer.

"This investigation," states Mr. Drackett, "will not be confined to the problems of distribution in this country alone, as we are of the opinion that a study of foreign markets and of the many distribution processes now in operation between the factory door in this country and the consumer abroad will reveal facts upon which an improved and more economical system can be developed.

"At present our exports of manufactured foods alone total more than \$500,000,000 a year, exclusive of the enormous exports of household products in the grocery field. There appears to be a desire among the people of all countries abroad to attain for themselves a standard of living approaching the American standard as closely as possible, and this situation presents a great opportunity for American products, especially if we can reduce their cost to the foreign consumer.

"All factors entering into grocery distribution—packaging, bulk packing, shipping, warehousing, advertising, selling—are being considered in this investigation.

"The matter of packaging can be the deciding factor between profit and loss per sale by the retailer, and that point in itself indicates the importance of this subject. Facts already developed by authoritative surveys show that a grocer frequently sells a single unit at little or no profit when he might sell three and make a good profit because the cost of handling is thereby reduced one-third. It is believed that, in many cases, three units could be packaged together to general advantage and profit."

The findings of the association in such an investigation will be looked forward to, not only by its members but by other groups of industries who appreciate

the important part that packages play in the movement of merchandise from manufacturer to consumer.

Foil Coverings for Packages

THE use of foil coverings for packages is not new, but together with many other developments in decorative effects as applied to containers of various types, interesting advances have been made in the manufacture of such foils which offer greater opportunities for their use.

It is now possible to obtain foil in laminated sheets, surfaced with aluminum in many colors and embossed patterns. The backing used on this material is of a non-curling nature such as is required by paper box manufacturers for operation in connection with their automatic gluing machines.

Due to the waterproof cement used in the lamination of this material, the preservative features are many. Severe tests, we understand, have been conducted over a period of six months with food products packed in a foil-covered, tight-wrapped package, the contents of which suffered a loss of only three per cent as against an almost fourteen per cent shrinkage for the average paper package. These features also add to the preservative properties, preventing deterioration as well as damage by insects and the elements and result in a great saving in losses on returned goods.

The decorative metallic surface provided by the use of this foil is one which cannot be reproduced on ordinary paper. The surface can also be printed in many colors. The cost is said to be nominal and its uses are many since the foil can be satisfactorily used on most automatic wrapping and packaging machines.

Echoes from the Berlin Convention

AMONG the echoes which reach us of the meeting of the International Advertising Association held in Berlin, we hear a familiar note in the address of Mrs. Christine Frederick, director of the Applecroft experiment station at Greenlawn, Long Island, who spoke as representing the American housewife. In America, said Mrs. Frederick, "Mrs. Consumer" buys 80 to 90 per cent of all family merchandise. American women prefer that as much as possible of their home labors be done in factories.

"They do not, like the French women, make most of their own soap, nor do they, like so many women in other countries, bake most of their own bread. This applies to hundreds of other articles as well, and therefore a great part of the duty of the intelligent American housewife is to understand how to buy a good brand of

Modern Packaging

merchandise. For this she positively needs and demands advertising."

Does not this statement indicate a responsibility on the part of the manufacturer of packaged commodities in the selection of his containers? One of the prime functions of the package is to serve as an advertisement for the goods it carries. If, then, the package incorporates the elements of brand distinction and at the same time expresses quality it can be of the greatest aid to other forms of advertising. Today, the nondescript package is, in the vernacular of the street, "out of luck." If there is to be more advertising, and that advertising is to be more understandable, let the package do its share.

How Stands the Retail Merchant?

"IS the retailer becoming extinct?" is a question that has been and is receiving considerable attention. We learn that for every one hundred independent grocery stores doing business in 1919, but eight survive today, while drug stores similarly have decreased to thirty. An alarming situation certainly, if such a statement is taken at its face value and without consideration of all the facts relating thereto. Certain alarmists and many unsuccessful retailers have immediately diagnosed the cause as attributable to competition from chain stores, mail-order houses, house-to-house solicitations and other similar commercial enterprises. But another view, and one which seems more sane in the light of actual facts, is that expressed by Dr. Julius Klein, Assistant Secretary of Commerce, before the Chicago Association of Commerce.

Dr. Klein wisely suggests a course in introspection, for, as he says, "The plain, blunt truth appears to be that the influence of competition in occasioning retail disasters is enormously exaggerated." A recent survey by a nationally known credit-rating firm shows that competition accounted for only 3.6 per cent of business failures in 1928. But nearly one-third of the total—31.4 per cent—is charged up under the heading of "Incompetence!" Lack of capital is responsible for 35 per cent of American business failures.

"The retailer," continues Dr. Klein, "occupies probably the most crucial position in our entire business machinery. He is the last link in that long chain of production and distribution which leads from remote farms, forests, and factories, throughout the land, and often far beyond its borders, down through mills and warehouses, freight yards and stock rooms, finally to his shelves. His counter is the dead-line where distribution ends and where consumption should begin. He stands on the spot marked by the fateful 'X,' 'where the deed was done.' And, if it wasn't done, if the goods were not moved from his shelves across the counter into consumption, then every one of these countless processes and services that stretch back in a multitude of lines from those shelves to every producer in the country is just so much lost motion. If for one reason or another, then, the retailer does not actually retail, congestion is certain to develop in the business body of the nation. And con-

gestion is the first ominous symptom of more serious trouble."

An analysis of the various factors or disadvantages under which the retailer operates today entails discussions which are hardly germane to these pages. But at least one consideration merits deep concern by the manufacturer who depends on packages as an important adjunct to his merchandising program. Retail store owners fail a good many times to measure their market justly, either in nature or extent, so Dr. Klein tells us. "They may be careless as to their store personnel, or they do not plan the store right—*do not make it attractive*. With 85 per cent of the buying in retail stores today being done by women—even in hardware and paint stores—the farsighted retailer is, commercially at least, graciously considerate of My Lady's whims and foibles. As one discerning observer put it, 'Shall we join the ladies?' is no longer a perfunctory after-dinner query: it is an important problem in merchandising. And the answer is 'Yes!'—*emphatically*."

Herein, then, lies a vast opportunity for the user of packages, for through his use of selected and well-designed containers—packages that fulfil all of the qualifications of modern-day merchandising—he not only stabilizes an already established outlet for the distribution of his goods but reverses a trend which if carried to excess may be more serious than is now indicated.

Rounding Out Another Year

WITH this issue MODERN PACKAGING commences another volume and begins the third year of its existence. A time for reflection and retrospection surely!

We are in a fast-moving age—an age when practices and methods of today are quickly passed by in favor of the advancements and progress of tomorrow. That which seems sufficient in the way of plant equipment, of required supplies, merchandising plans and other perquisites of business is often uncertain, due to the increasing demands placed on production and distribution. Policies, however, remain in general unchanged save for those changes made necessary by increased output or new avenues of business.

Our own experience has followed closely along this trend. Our requirements for printing and supplies have increased beyond our anticipations, additional personnel for the various departments has been necessary and we have recently settled in larger office quarters—the third move since the establishment of the company. In matters of policy we find that there has been no deviation from the principles or general plan adopted and put into effect with the first issue, namely, our intention to provide a substantial publication which would advocate and promote progressive practices of production and merchandising in packaging and be of real service to those engaged in such work.

To readers and advertisers who have so generously given their support, we take this opportunity to extend a sincere vote of thanks and, at the same time, pledge our continuation of that service.

New Labels for Old

Nine Months after Changing to New Labels P. Duff & Sons, Inc., of Pittsburgh, Pa., Declares That the Experiment Has Proved Successful

By JOHN D. DUFF,
Vice-President, P. Duff & Sons, Inc.

EARLY in 1928 we turned to a long-discussed subject—changing our labels. It often had been debated but always dropped because of timidity; wholesalers, retailers, salesmen declared that it was hazardous to change any label long known to the public. And some of ours had been familiar for as many as forty years! We had heard of some courageous manufacturers attempting gradual changes so we began very gingerly. First, we had sketches made with slight alterations in design and some betterments in colors. Then a chance thought led us far beyond anything we had thought of ultimately; we showed the sketches and gave our ideas to a friend in the lithography business. He scoffed at our caution, threw aside the sketches and asked us to consider ones he would procure. Reluctantly we agreed. At this time we also came in contact with a man who specialized in the work of revising labels and his plan was the cautious one, step by step. In a short time our friend furnished the sketches with his ideas and we were startled. Our first impulse was to decline absolutely to consider the sweeping changes he recommended, but he argued his views so well that we began an investigation of several months' duration.

We showed the sketches and discussed the project with friendly wholesalers, retailers and consumers. Wholesalers and retailers were almost unanimous in "Don't do it." But we got some encouragement from one of the

large, progressive retailers. He hesitated to give an opinion saying the plan was very daring; then he invited us to join him in reviewing the labels of food products in his stock room. After examining over a hundred products, he summed it all up by declaring they were "just labels;" not one was outstanding and the sketches before us were all of that. And where is there greater need for what is called shelf-visibility than in the grocery store with hundreds of products literally jammed together? The greatest encouragement came from a merchant outside the food business; the opinion of a man graduated

from the ranks of retail druggist. His opinion was quick and vigorous. After relating our story we proceeded to show the sketches. He stopped us, inquiring, "I understand that you intend discarding your old-fashioned labels and replacing them with something distinctly modern?" With an affirmative answer he committed himself to the plan before seeing the sketches and was sufficiently interested to explain his support with the observations of long experience.

THEN our research led us into the field of consumers and before it was finished we had interviewed upward of a hundred.

This was smooth sailing with hardly a dissenting voice and, after all, whose approval does the manufacturer require? Old labels and sketches of the proposed new ones were laid side by side and the choice lay always

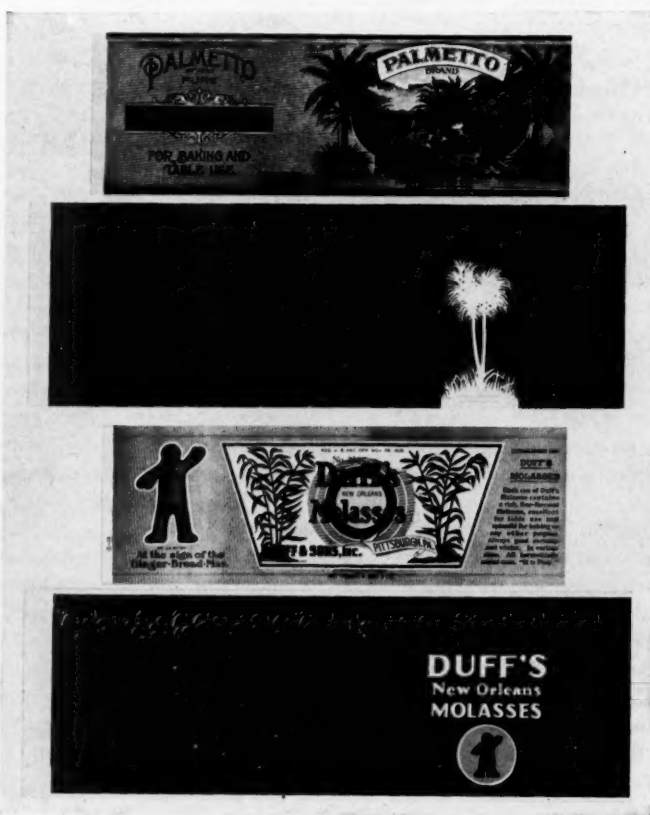


Fig. 1 Simplified colors, easily read type faces and modern art effects give the new labels greater advertising value



Fig. 2 New labels (right) are developed in simple and effective color combinations

with the latter. Then we would ask if they thought sales would be hurt because new labels would not be recognized. Opinion was that one experience would suffice to make the changes clear and thereafter the more attractive packages could be quickly recognized and would be more acceptable.

So, at last, we felt sure of our ground and began the work of reforming roughs into actual labels. And this was a task, one which we could not have accomplished without the aid of our friend, the lithographer. He began with us through a friendly act and in the end we were fortunate to have him involved in it as a business affair. He has an unusual understanding of merchandising, a wide acquaintance with artists and a long experience in lithography. And we would say that any manufacturer trying this change without the aid of such a person is in for grief or, worse still, disaster. Our lithographer understands the sales story a label can carry, that this thing called shelf-visibility increases salability, that the quality of a product is suggested by the character of the label, that certain kinds of novelty are mistaken aims. He called in artists who might grasp our ideas and produce worthy sketches and yet in some instances the work of three different artists were used before satisfactory designs were secured. Strangely enough, in some instances we had quickly acceptable labels; in others, one after another was declined. With one product there seemed to be hoodoo; some twenty sketches were made and refused. Before we were through there was a considerable investment in discarded sketches but this had been foreseen and the results have justified the expense.

THE new labels have now been in circulation nearly nine months and the experiment has been a success. As a precaution in launching them, all carried an announcement that they were new designs and giving the date adopted; cases were also stenciled with a similar announcement. The reaction has been less than anticipated; in the beginning we expected considerable comment. Consumer opinion has been favorable, bearing out the original findings. In general, wholesale and retail expression have been the same although it was a bit amusing to have criticism from some old-line merchants. We will only attempt to present a few illustrations showing the abandoned designs and those newly adopted. There is an interesting little story in connection with the Duff's Molasses label, which had been in existence for some 40 years with little or no change in that long period. One-half of the old label can be

called the main design and in the other half there is a conspicuous illustration of a trade mark identified with the product—the Ginger Bread Man. In our investigations we found that there (Continued on page 62)

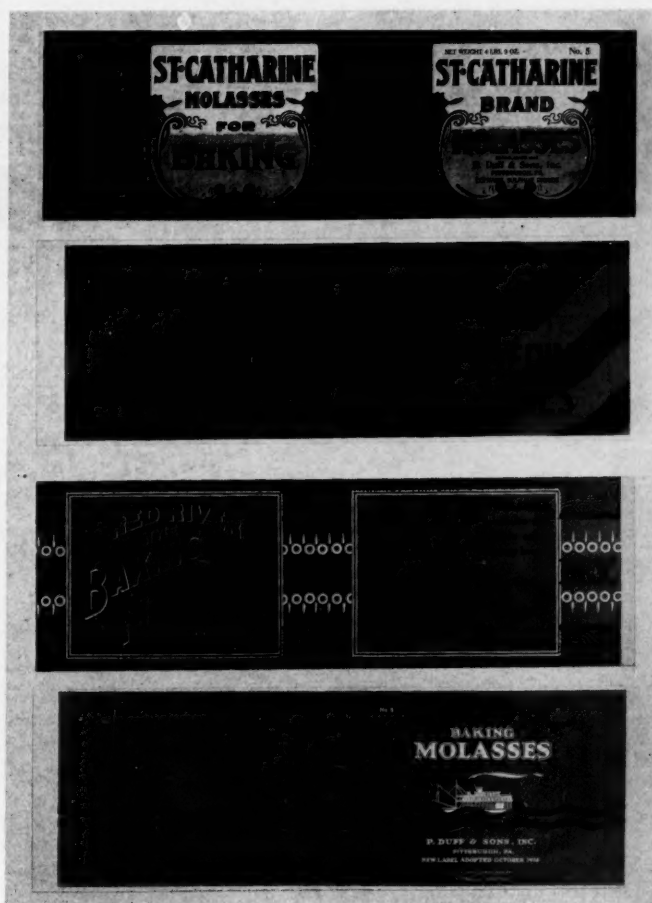


Fig. 3 Dignity in design and elimination of the ornate characterizes the new labels

Boxing the Practical Gift

Attractively Decorated Packages Place Utility Merchandise in the Gift Class and Increase Sales of Allied Gift Items

MANY of us remember the furore created not so many years ago by a society formed to prevent the giving of useless Christmas gifts. Its object was to bring into vogue the custom of giving useful articles of merchandise as gifts instead of the usual useless Christmas novelties. Ridicule on the part of the press, both in the written word and cartoons, destroyed the effectiveness of the organization but the idea behind it has taken hold.

Without doubt the increasing interest in package design and the attractiveness of the packages employed by manufacturers of merchandise of a nature suitable for gift purposes has been responsible for the increase in sales of useful merchandise during the holiday seasons. Boxes in keeping with the holiday spirit attract attention to these products and suggest their inclusion among the many varieties of gift items.

Shown in the accompanying illustrations are a few of the boxes used by A. Stein and Co., of Chicago, in merchandising useful articles. In the illustration at the left in the rear row is shown a gift set intended for a baby. The box is of the set-up type and is covered with a fancy paper decorated with pictures of infants. The package contains two articles of rubber wearing apparel, a pair of garters and a celluloid toy.

In the center is shown a Christmas box developed along more conventional lines. The box is covered with a lithographed wrap and the same design is used

inside the box as a display for the merchandise. A pair of men's garters and a silk handkerchief are enclosed.

An embossed floral paper covers the box at the right in which a silk handkerchief, garters and a calendar are packaged. This box makes a delightfully dainty, yet practical and useful gift for women.



Holiday boxes act as individual displays

At the left in the foreground is shown an effective box for men's garters. It is made with a hinged lid and covered with an embossed gold paper. Another box similar in construction and covering to the infant's box in the upper row is shown in the foreground, right.

The second illustration shows several boxes in the more modern effect. At the left in the background is a set of garters and safety razor in gold finish. The box is covered with a wrap in modernistic effect and the tray is covered with an embossed gold paper.

An embossed paper in floral design covers the box used for a silk handkerchief and pin-cushion (center). At the right is another box in modernistic design. This is developed in orchid, red, gold, black and blue and presents a strikingly new appearance. It contains a pair of women's garters and a novelty tape-measure.

The two boxes in the foreground are covered with a fancy paper in a Wild West design.



Groups of merchandise artistically boxed



Courtesy of Robert Gair Company

Image Fixation Applied to Packaging

Constant Repetition of the Package Form Both in Natural and Giant Size Insures Customer Recognition and Establishes the Identity of the Product

*By EDWIN L. LEY
Package Design Corporation*

ONE of the most important functions of all forms of advertising is to thoroughly establish the identity of the product. Methods of accomplishing this purpose vary according to the type of merchandise to be sold, but it has been demonstrated that in the case of packaged merchandise the best and most lasting effects are obtained from the use of a reproduction of the package form in all types of advertising.

Window and counter display space is the only form of advertising offered to the manufacturer of packaged merchandise without cost. The amount of space allotted in any one store depends upon the space required to stock the merchandise, the percentage of profit to the dealer

and the ability of the package to intrigue the dealer into giving it display space. In order to force the dealer into giving their products "front-row" place in display space many manufacturers have found it expedient to distribute complete window and counter displays at regular intervals to the retailer in order to assure the product its proper time in the "spot-light."

One of the simplest and least expensive methods of providing this display material is by the use of giant reproductions of the package. These enlarged cartons are exact duplicates of the regular-size packages in color and design but in most cases are enlarged to a size one hundred or more times that of the regular-size packages.

In this way they serve to focus the attention on packages that might be overlooked under the usual conditions surrounding displays.

MEMORY is an important determining factor in the sale of packaged products. The aim of all forms of package advertising is to firmly "fix" the image of the container in the minds of the buying public. Memory depends entirely on the action of one of the five senses upon one of the memory centers of the brain. The length of time any object is remembered depends upon the strength of the appeal made to one of the senses.

The appeal of a package form to the memory centers through the sense of sight is largely determined by color, size and repetition. Within the past five years the attention value of colors and color combinations has been the object of intensive research and experimentation. Today the creator of a package design, armed with the knowledge gleaned from these tests, is able to produce the result desired by selecting the most effective colors for the particular merchandise to be packaged. Many products are of such character that it is impossible to use a package form of sufficient size to attract attention and although the design of the package may be correct, both in its use of color and typography, the package fails to produce the desired effect because of its limited size. The enlarged carton to be used for display purposes is an excellent means of remedying this defect. The carton used for "Junket" in the accompanying illustration is an excellent example of this practice.

Although the power to attract attention is most frequently the result of a new sensation to the sensory centers, the retention of this attraction is the result of constant repetition of the same stimuli. Therefore, although an effectively designed package may attract attention, the retention of the image of the package by one of the memory centers depends upon the frequent presentation of that image through one of the sensory channels—in this instance, sight.

Giant cartons used in displays also possess the advantage of being visible from a greater distance than the stock-size package. This use as a method of package advertising brings the package form within the range of vision of a greater number of possible purchasers who would ordinarily pass by the smaller and less arresting package display.

Window Display Exhibit

AN exhibit of modern and conventional window displays will be held at the Art Center, 66 East 56th St., September 19th to 26th, inclusive. This exhibit affords an opportunity for advertisers, retailers, display managers and agency executives to see attractive types of commercial window displays now in demand by retailers and to observe the new modern trends in display. The exhibit will display in complete decorative backgrounds the products and display material of leading advertisers, and merchandise for which the average retailer has a consistent demand. The galleries will be open to all from 10 A. M. to 4 P. M. every day.

A Transparent Package

LOUGEE-SWANSON, Inc., of Haverhill, Mass. is using an interesting package to introduce a new product, Dry Glass Coasters. These coasters are made of highly absorbent paper in four colors and are intended for use under iced drink glasses to prevent an accumulation of drops forming on the bottom of the glass.

A gift or novelty item of this sort depends primarily for its volume of sales on the attractiveness of the manner in which it is presented. Therefore, the selection of a package becomes an important factor in the merchandising program. The package employed for this product secures the maximum of display at minimum cost.



Complete display of the product is accomplished by this package

A square of heavy white-coated box board is used as a foundation upon which four piles of coasters are placed. Then a square of heavy transparent cellulose is used to cover the product and this is firmly glued in place on the back. Over the glued seams on the back of the package is pasted a square of white tissue paper in order to preserve the neat appearance of the package.

A hand-lettered label containing the name of the product and its purpose is placed diagonally across the front of the package and a strip bearing a statement of the number of coasters in a package is placed in the lower left-hand corner.

This package enables the retailer to display the product effectively without sacrificing any of the coasters. It also enables the customer to select the colors desired.

Correcting an Error

ON page 56 of the August issue there appeared an announcement of the acquisition of a new building by the Henk Wax Paper Mfg. Co. This should have read Henle Wax Paper Mfg. Co.

Rejuvenating the Apple

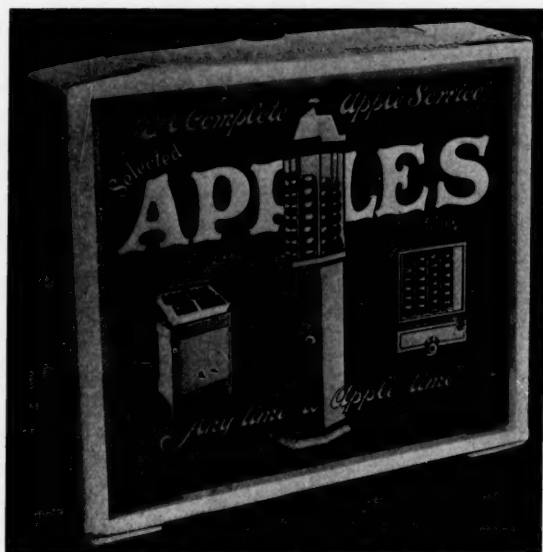
Individual Packaging of Fruit in Cartons Enables Brand Marking and Creates Sales Appeal for Product

By MANDUS E. BRIDSTON

IN seventeen years, the apple had decreased from its position of constituting 62 per cent of the total food fruit sales to 22 per cent. In other words, the apple, once a national food fruit, was yielding its high place to other and varied demands on the appetite—to other products more market-wise. Such a situation alarmed the apple-growers, and was of particular concern in the state of Washington where one-third of the apples of the country are produced. It was something like two years ago that modern sales methods were applied to the apple in the form of advertising to the consumer, dealer-helps and so on. And now there has been added a packaging program which is playing no small part in the rejuvenation of the apple.

Selling packaged apples is one of the activities of the Apple Vender Sales Co., Inc., with headquarters in Seattle, Washington.

"We regard this as a companion step to our program of selling the single apple through automatic vending machines," said O. C. Soots, president of this company. "The principle of merchandising goes back to the same premise; with the automatic machine, placed in public places, we are distributing the unhandled apple to the individual consumer. By means of the package—the family package—we are placing a dozen unhandled apples in convenient form in the hands of the housewife."



A carton that aids the dealer by suggesting selling methods

THIS Seattle concern is nationalizing its apple merchandising through a series of operating companies which take over local control of a territory. These companies install the vending machines, service them with apples and dry ice, introduce the carton idea, and carry out similar distribution plans. In Seattle, the operating company is known as the "Western Apple Service Inc.," in San Francisco, the "Golden Gate Fruit Vending Co.," etc. The machines are paid for out of earnings.

So much for the financial background. Why was the packaging idea considered pertinent for the apple? It must be remembered that the apple is a perishable commodity—and nobody had ever bought it in cartons.

"We found that the housewife didn't buy apples like she used to," explained George Fields, secretary of the company. "No longer did she lay in a winter's supply of apples, as a matter of course, at about the same time that her husband ordered in the winter's supply of hard coal for the heater. The large number of apartment-house homes has changed the order and there are several other factors. The point was that most apples were no longer being sold by the box. They were purchased, a few at a time, from the neighborhood store and carried home in a paper bag. And people were not buying very many this way.

"The trouble seemed to be that apples, sold this way in bulk, did not have very much sales appeal. The quality was uncertain. There would be a few shiny apples on top of the box, perhaps, but the customer would be given the tossed ones, tossed in a bag without any inspection."

Presto—packaging changed this unsatisfactory situation. The growers sold more apples—the dealer found it to his advantage to handle apples—the customer was a more satisfied customer.

Five leading varieties of apples are merchandised via the carton—Jonathan, Stayman, Winesap, Roman Beauty and Delicious. These are packed one dozen to the carton, and carefully labeled by name on the outside.

ATTRACTIVE display cases are provided to the dealers. The top of these are slanting glass counters, providing room for the display of four cartons—two open to expose all the appeal of clean, rosy fruit, and two closed to enable the carton advertising to get in its good work. A slogan has been adapted—"Any time is apple time"—and this is printed in color on the

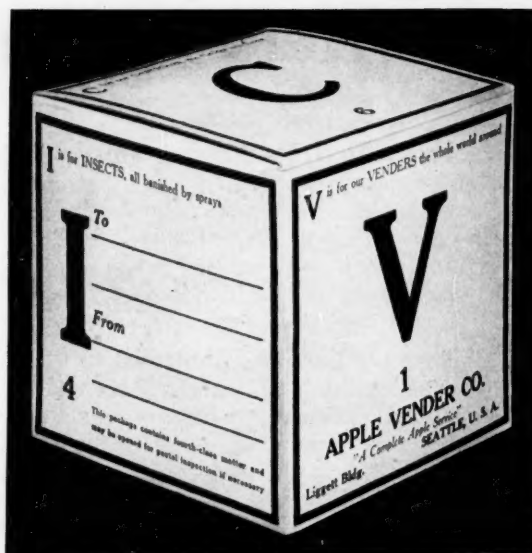
surface. The background is black, and the four-color printing shows up effectively against this. The display cases for cartons and the two types of vending machines used are reproduced on this package, for it is important to tie in the package with the novelty of the apple vending machines. The copy also emphasizes these points: "A Complete Apple Service—Selected Apples—Single Apples, Family Package, Standard Box, Carload." The package design is standardized by the parent company but the name of the local operating company is imprinted, contributing an important, localized tie-up.

The packing program of apples does not stop with supplying attractive display cases for the packaged fruit. It is a fact that the buying public has come to expect and depend on quality with a packaged article, and the apple company meets this vital exaction of freshness through the local operating units. It has been found that one light truck can service fifty stops in a day, replenishing the supply with fresh stock from cold storage warehouses.

"These cases are designed to help solve the city retailer's problem of keeping fresh apples in packages on hand, and avoiding loss and delay by having daily deliveries from our warehouses," said Mr. Fields. "The retailer can have just the right kind and amount of apples needed to best suit his customers. Furthermore, he is more 'sold' on apples himself—he puts his own sales promotion behind them, when he receives these fresh cartons daily, packed under strict supervision and guaranteed. In a word—he is *interested* in apples as he never was before. We've given him something to talk about when merchandising apples. We find that packaging apples is a big revenue producer for our operating companies."

THE package has also been instrumental in putting over a "sampling campaign," emanating from apple-growing regions. Cartons were manufactured in a size to accommodate a single apple, and these were put on sale at Christmas time for people to send to their friends in other states as a unique seasonal greeting. The idea went over splendidly. In Seattle, as an instance, a neighborhood store proprietor reported that he sold 55 of these in one day, and over the entire season, several hundred. People like the idea of sending the packaged apple, serving as a personalized greeting and at the same time suggestive of the climate and productive possibilities of the region.

The package design suggested a child's kindergarten block. The large letters printed on the six surfaces of the carton were interpreted in single-line copy, thus: "V is for our Venders the whole world round;" "C is for Cartons the grocer will bring;" "A is for Apples of world-wide renown;" "M is for Mother who knows a good thing;" "K is for Knowledge of cultural ways;" "I is for Insects all banished by sprays." The address label was incorporated in the design of the carton, so that all the purchaser had to do was to pen his own address and that of the recipient. There were many comments on the facetious "nursery" theme of this sample package.



Individual carton that aided apple sales

This is an idea that might be used in many lines where a certain community is identified with particular products or articles. Native price enters in, of course. The Washingtonian sends apples. So would the Floridan send grapefruit, perhaps, the Californian, oranges, and so on. It is an idea that goes over when the carton is catchy enough to attract attention.

PACKAGING, then, is playing no small part in the rejuvenation of the apple, going hand in hand with the other implements of modern merchandising. Packaging fruits of perishable quality sounds like a formidable task but it has not proved so for the apple company, working through its subsidiary operating units. This organization permits the vital element of servicing and daily freshness.

The "family" apple carton is making it easy for people to buy apples, not only because of the convenient number so packed but because their packaged attractiveness arouses interest and attention. Moreover, the dealer is taking an increased interest in the packaged apple which he can offer as a guaranteed product. The package is forming a substantial basis for his sales talk.

The Apple Vender Sales Co. plans to make the packaged apple the theme of its advertising, in line with the reception accorded it by retailers and consumers.

Using the package as a badge of quality is paying returns to the apple grower.

THE aquisition of Bristol-Myers Co. and the 3-in-1 Oil Co., by Drug, Inc., the holding company for the United Drug Co., Louis K. Liggett Co., and the Rexall chain of stores has recently been announced. Among the various products which Drug, Inc., and its subsidiaries manufacture are Cascarets, Bayer's Aspirin, California Syrup of Figs, Diamond Dyes, Charles F. Fletcher's Castoria and Phillips' Milk of Magnesia.

Packaging for an Anniversary

Jubilee Committee Uses Interesting Container as Part of Celebration of 50th Birthday of Edison's Invention of the Incandescent Lamp

By JOHN WINTERS FLEMING

THIS year is the Golden Jubilee of Light, the fiftieth anniversary of the invention on Oct. 21, 1879, by Thomas Alva Edison, of the first incandescent electric lamp and, as such, year-long observation of the birthday has been, is and will be the rule all over the country. Three monster celebrations comprise the high lights of the festivities. Two have already been held. The 52nd annual convention of the National Electric Light Association took place in Atlantic City from June 3 to June 7 and dedicated the new huge municipal auditorium of the New Jersey resort.

Practically concurrent with the N. E. L. A. convention at Atlantic City was the four-day mid-summer meeting of the Artistic Lighting Equipment Association from June 5 through June 8. Then, at Niagara Falls, from June 13 through June 16, the Cataract City celebrated simultaneously the Fifth Festival of Lights, a civic enterprise similar to Pasadena's Carnival of Roses, New Orleans' Mardi Gras, and the like, and the Golden Jubilee of Light.

On Oct. 21, 1929, the exact birthday of Edison's invention, the third and last vast fete will be held at Dearborn, Mich. Henry Ford, close friend of the "Wizard of Menlo Park," will dedicate, as part of his American Museum, the Edison School of Technology, a practical, living reproduction of Menlo Park—the scene of Edison's studies, experiments, struggles, and eventual triumphs. The very buildings and machines in and with which Edison worked have been bodily transplanted and set up anew in Dearborn.

PACKAGING is playing an interesting, convincing and powerful role in this year's drama of the anniversary of the incandescent electric lamp. A committee, whose roster reads like the Who's Who of Electricity and upon which is represented the leading lights of the General Electric Co., Westinghouse Electric Co., and similar enterprises, has designed and created a package together with a merchandising scheme that is worthy of attention

from those interested in packaging and its functions.

Millions of replicas of Edison's first electric incandescent lamp have been made, each an exact, accurate copy of the original, even down to the detail of the amount of light given. These lamps have been sent all over the country to electrical jobbers, wholesalers, central stations, power station units and retailers. In turn these distributors will sell the lamps at production cost, ninety cents apiece, to any and all who care to buy them. But, these lamps necessitate a package. And what a package they have!

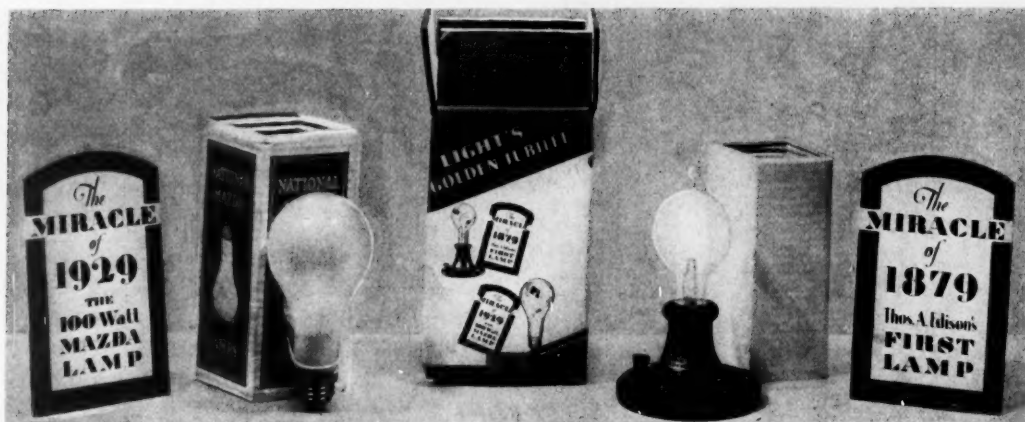
The package measures 7 in. in height and is $4\frac{1}{2}$ in. square. It comprises not only the heavy, corrugated cardboard as an exterior container but also a square cardboard core within which the lamp is placed for extra protection. Also, each package contains two cardboard decorative placards equipped with easels. Of course the color scheme of the container is gold for the Golden Jubilee package, and placed on this background of the package label are interesting, intriguing cuts and copy in black and white, offering startling contrast but nevertheless conforming in color harmony and tone.



Carton used for anniversary packages

ONE side of the package states in white block lettering, edged in black, against the golden background, "Light's Golden Jubilee." Below this are two cuts showing the two sides of the gold medal to be presented to Edison in Dearborn on Oct. 21 by Henry Ford. One side of the medal bears a cut of the inventor with his name inscribed below it and the phrase "Light's Golden Jubilee" arched above it. The other side of the medal shows two lamps, one the original Edison lamp of fifty years ago,

the other the new triumph of lighting, the 100-watt lamp of 1929. The dates are imprinted in the gold of the medal on either side of the cuts of the lamps. Above these cuts and date-lines is the phrase "Dedicated to Better Vision." Curved below the cuts of the lamps at the bottom of the medal are laurel wreaths. Below these two sides of the medal is the information, in



Display showing old and new electric lamps

bold black lettering against a white backing: "This package contains a replica of Thomas A. Edison's First Lamp." Then follows the added data, "It may be used on 110 to 120 volts," for these lamps are more than merely decorative ornaments and symbols—they are regular electric incandescent lamps and may be plugged into any socket in the average house.

Another side of the package shows a cut of the original lamp with the significant inscription above it, this time in bold black block type, "Light's Golden Jubilee."

A third side of the container carries the self-same label, under which are cuts of the original lamp and the present-day lamp. Then at each side of the cuts of the lamps are miniature copies of the placards to be found inside of the package with the lamp.

The placard flanking the original lamp reads "The Miracle of 1879—Thos. A. Edison's First Lamp," while the other placard, at the side of the contemporary lamp, states "The Miracle of 1929—the 100 Watt Mazda Lamp." Each of these placards are equipped with easels so that they may be used for display purposes.

Thus, briefly and convincingly, the three sides of this remarkable carton tell the entire story, in copy and illustrations, of the Golden Jubilee of Light.

Packaging is indeed playing a most important part in this eventful, historic celebration. Perhaps the striking use of the package in merchandising this occasion into the homes of the nation is but a forerunner of anniversary and gala occasion packaging for the future. Do packaging interests see the possibilities?

PACKAGING MATERIALS

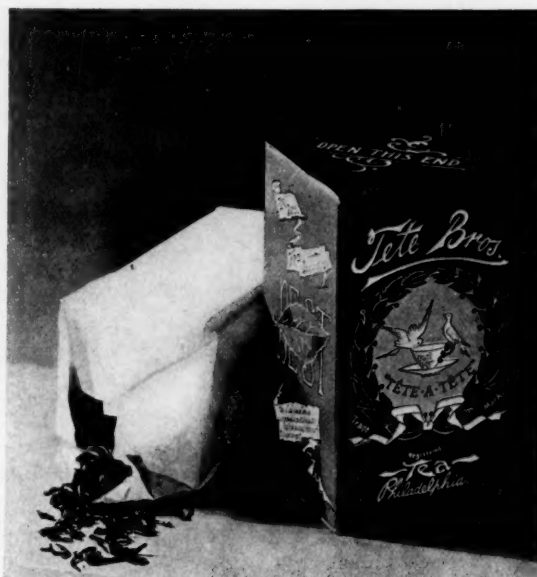
Corrugated folding containers: Midwest Box Co.
Corrugated wrapper: Midwest Box Co.
Carton labels and display cards: Doyle and Waltz Co.

THE Sun Drug Co., operating a chain of 10 stores in Denver, Colo., has been acquired by the Walgreen Co., Inc., of Chicago, Ill. The name of the former organization will be changed to that of Walgreen. The Sun Company's headquarters are at 16th and Welton Sts., in Denver.

Lining a Tea Package

A tightly sealed carton is used by Tête Bros. of Philadelphia in packaging tea. This carton contains one-half pound of best quality tea and is decorated on all four sides. The background is a rich red and two sides contain the "Tête-a-Tête" trade mark of two doves on a blue background, surrounded by a wreath of gold leaves. The other two sides are decorated with a designation of the quality and the name of the company.

Realizing that the nature of the product demands unusual protection if it is to reach the consumer in perfect condition this company employs a vegetable parchment liner inside the carton. This liner is folded over the contents before the package is sealed and its use insures the retention of the full flavor and fragrance of the tea under ordinary selling conditions.



Courtesy of Paterson Parchment Paper Co.
Parchment paper lining preserves tea flavor

Modern Packaging

AUDION
DeForest
TYPE 450
Power Amplifier

AUDION
DeForest
THE FATHER
OF RADIO

TYPE 450
POWER
AMPLIFIER

DEFOREST
RADIO CO.
JERSEY CITY, N.J.

SUTHERLAND
PAPER
CO.
KALAMAZOO
MICH

NATIONALLY KNOWN
NATIONALLY USED

Sutherland Cartons

MANUFACTURED BY
SUTHERLAND PAPER COMPANY
Main Offices and Mills KALAMAZOO, MICHIGAN

New Decorative Stationery Boxes

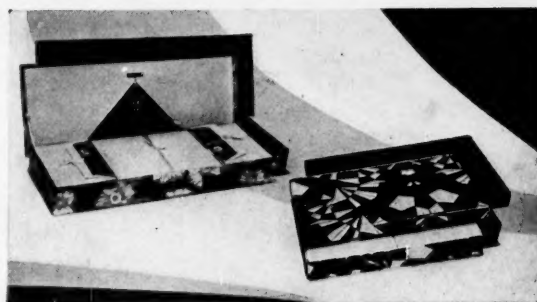
TO obtain distinction for their merchandise, to attract attention that culminates in sales, certain manufacturing stationers are making effective use of selected decorative papers as coverings for their writing paper boxes or containers. In the two boxes shown of the "Lucien" line, manufactured by Marcus Ward, the box coverings selected match the envelope linings while the lining of the top of the box is in a harmonious color. The two designs shown are attractive examples of English box papers—one of geometric patterns in black, red, gold and cream, while the other is a dainty floral pattern in pastel shades and black, the figures being outlined in silver.

Another group made by the same company makes use of the portfolio idea.

In the three packages shown, both envelopes and paper are of tinted shades which harmonize with the colors used in the patterns of the envelope linings and the portfolio coverings. The effect of such presentations which portray a complete color scheme is indeed advantageous from a sales standpoint.

One of the most distinctive offerings in decorative stationery boxes is that of White & Wycoff's "Autocrat Linen," shown in an accompanying illustration.

Including a generous selection of their quality envelopes and correspondence cards and paper in a box 17 in. × 8 1/4 in. × 7 3/4 in., the manufacturers have provided a



Papers by Whiting-Patterson Co., Inc.

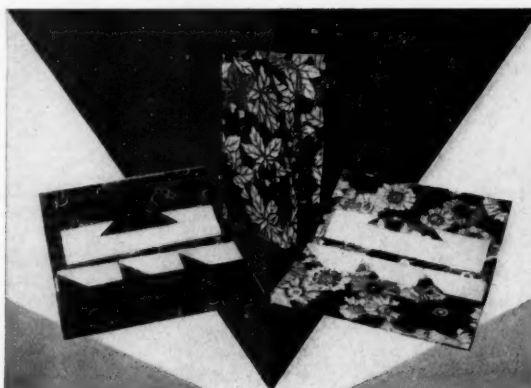
Box covering papers of English patterns match envelope linings and present effective display

setting that cannot fail to attract attention for their stationery. The inner lining of the box cover in

blue is surmounted by an embossed gold medallion study that adds a feeling of richness to the container and its contents. The cover paper—a modified tree, branch and leaf design in blue and gold on a black background—completes a decorative scheme that is unusually attractive and most effective for merchandise of this type that lends itself to display.

It will be apparent in each of the boxes shown that these stationery manufacturers have a full

appreciation of the buying urge that can be created through a display of colorful effects and designs as provided by distinctive decorative papers.



Papers by Whiting-Patterson Co., Inc.

In portfolio style. Envelope linings and covering for container are in decorative papers of similar patterns which match shade of stationery



Papers by Whiting-Patterson Co., Inc.

Known as "Autocrat Linen," the stationery included in this cabinet is furnished a suitable background through the use of a rich-appearing, decorative paper covering

SHARP & DOHME, INC., pharmaceutical manufacturer of Baltimore, Md., has made an offer of cash and stock for the outstanding stock of the H. K. Mulford Co., Philadelphia. The directors of the Mulford company have unanimously approved the proposal and have recommended to all stockholders the deposit of their shares with the Tradesmen's National Bank & Trust Company, Philadelphia, for completion of the transaction.

CONTROL of the Tobacco Products Corp. and the United Cigar Stores Co. of America has been acquired by a group associated in the management of the Gold Dust Corp., the American Waterworks and Electric Corp., the National Dairy Products Corp., the Guaranty Trust Co., the Cuba Cane Sugar Corp., the Corn Products Refining Co. and the Commercial Solvents Corporation.

The accompanying illustrations show a few of the many kinds of Folding Paper Boxes we are manufacturing for Food Products. Some of these are printed in four or more colors.

The Box Board is produced in our own Paper Mills (daily capacity 700 tons). The Boxes are made in a Modern Box Factory completely equipped with the latest and best machinery for speedy and economical production.

On orders for good sized quantities, we are able to make very attractive prices on fine quality boxes.

CONSOLIDATED PAPER COMPANY
 MONROE, MICHIGAN
Folding Paper Boxes—Corrugated and Solid Fibre Shipping Cases

Now Pillows Are Packaged

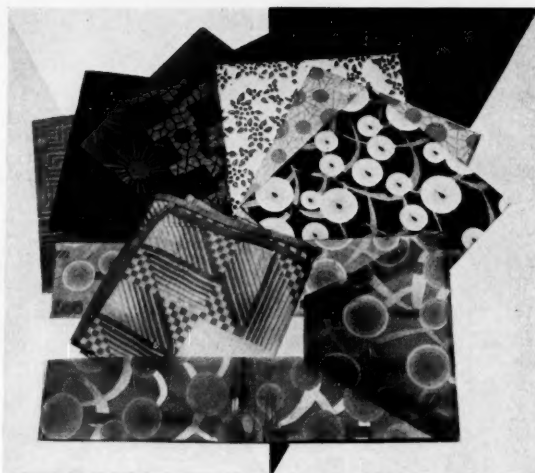
PROBABLY one of the most difficult products to advertise and display effectively has been the large feather pillows. Because of their shape, size and bulk it has proved practically impossible to wrap them in decorated wrappings or to apply labels in such a manner that the purchaser would be able to secure the brand demanded with any degree of surety. Much of the value of advertising directed toward establishing trade marks has been lost through the failure of the retailer to properly display this type of merchandise.

Plain unpackaged bed pillows have proved difficult to display effectively and for that reason are usually hidden away on shelves or under counters and only brought out upon the customer's request.

With the advent of the use of boxboard cartons, however, it has proved possible to command display space in windows, shelves, and counters in retail stores. These cartons are of sturdy construction and because of their size they provide ample space for the display of the trade name and other sales messages.

The "Land-O-Dreams" carton shown in the above illustration is made with a removable cover. The main color used is a sky blue and the lettering is in a soft bright yellow. The Burton container is of the tuck-in type and is developed in light yellow with black lettering. The picture of a sleeping infant is printed in natural pastel tones.

Aside from the advertising value of this method it has been found that purchasers appreciate the sanitary features of cartons for products of this character.



Courtesy of The Nelson Co.

Folders covered with decorative papers are convenient for gifts

A New Use for Fancy Papers

THE accompanying illustration shows a new holiday use for fancy paper. Oblong pieces of light weight boxboard are enclosed in sheets of papers in holiday designs and used to package gloves, handkerchiefs or other small holiday gifts.

These folders are manufactured in a wide range of patterns for the various holiday seasons and in several shapes to accommodate different types of gifts. Department stores, gift and novelty shops are employing this method of packaging small gift items.



Courtesy Sefto Mfgn. Co.

Attractive cartons for bed pillows solve a difficult problem in advertising and distribution

Speed—Efficiency—Simplicity—Long Life

AND THE

JONES CONSTANT MOTION CARTONER

Speed

The Constant Motion principle has made it possible to *double* the speed at which the packaging operation is performed. No matter what the nature of the specific package may be, the Constant Motion Cartoner will produce it at twice the speed obtainable with the old style, cam operated type of machine.

Efficiency

All materials are carried along gently but positively with the smooth, flowing motion of the machine. Spoilage and damage to packaging materials have been almost eliminated. Stoppages for any cause have been reduced to a minimum. All operations are performed "on the run." There is no pause, no jar, no vibration. The work turned out is far more nearly perfect.

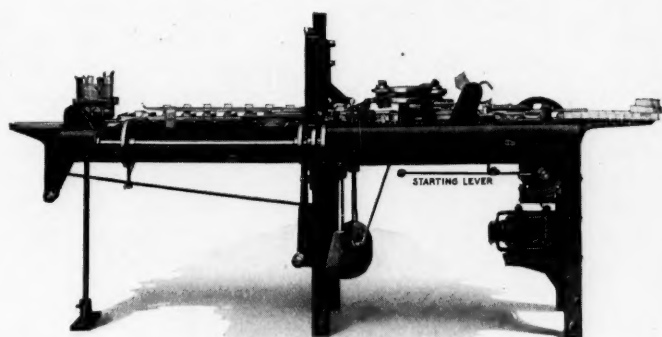
Simplicity

With all of its superiority in performance, the Jones Constant Motion Cartoner is *simple* both in construction and in operation. Nearly all cams have been eliminated. All parts are easily accessible. Any part, or group of parts, can be removed and replaced within fifteen minutes.

Long Life

Wear has been reduced to the vanishing point. The Constant Motion Cartoner has over twice the productive life of the old style, cam operated type. With only a fraction of the care necessary in the maintenance of the old type machine, the Constant Motion Cartoner should last a lifetime, at full efficiency, without major repairs or replacements.

Speed—Efficiency—Simplicity—Long Life



—These are the requisites of modern industrial machinery, and in these attributes the Jones Constant Motion Cartoner excels to a degree which places it quite beyond competition.

Why not let us arrange to show you a Jones Constant Motion Cartoner in actual operation? You will agree with us that:

Never Before Has So Much Work Been Done, So Perfectly, With So Little Mechanism

R. A. JONES & COMPANY, INC. P. O. BOX 485
CINCINNATI, OHIO

Packaging a Notable Line of Specialties

(Continued from page 36) bearing the trade slogan and trade mark. Both the ham and bacon packages are tied with a heavy blue silk cord.

A plant located in San Jose, California, produces a large portion of the preserves and jellies marketed by this company. At certain seasons of the year, however, the Canajoharie plant turns to the production of these specialties.

Currant jelly is quite frequently manufactured at this plant. The pressed juice and fine granulated sugar are cooked in silver-lined copper kettles and when the proper stage has been reached, the jelly is conveyed through enamel-lined pipes to the filling machines on the floor below. Sterilized glass jars are fed to this filling machine and each jar receives an automatically controlled amount of the liquid jelly. As these jars leave the filling machines the covers are placed loosely over the jars and the jars placed on movable tables. The jelly is allowed to cool for several hours. At the end of this time the tables are wheeled over to the belt leading to the capping machines and each jar is vacuum capped. Leaving this machine, they travel through the sterilizer to the labeling machines where the labels are placed into position on each jar. As in the case of bacon, each label is stamped with the code number. An operator at the belt inserts the jars into the original fibre shipping cases which are sealed and removed to the shipping room.

Beech-Nut peanut butter is made of carefully selected Spanish and Virginia peanuts. Only No. 1 shelled nuts of both varieties are purchased. On the top floor of the building where only the peanut butter is made is a large room with not only the east and west sides all windows for sunshine and fresh air but studio-style windows in the roof to admit the maximum of light. This is most important in determining the correct degree of roasting which is told by the appearance of the nuts as much as by time and temperature of roast.

AFTER the peanuts have been roasted they are discharged into cooling bins. It is important that the peanuts are cooled as quickly as possible after roasting.

As soon as cooling is accomplished, the cooling bins are emptied into other receptacles that feed the blanchers. These blanchers are so arranged that the skin is taken from the peanut and carried into a bin by itself. The heart or embryo is dropped into another bin and the halves of the peanuts carried to a revolving screen, which acts as a feed to the vacuum cleaner. During this process the peanuts are again elevated to the floor above.

They next pass over picking tables where any imperfect nuts are taken out. From the picking tables the peanuts are delivered to bins that feed the grinders.

Here the blending takes place and is very carefully and accurately done. The grinders are equipped with a salting arrangement that salts the butter exactly and evenly. Operators are stationed at each machine and supplied with cases containing the sterilized glass jars. Each jar is filled by an operator directly from the

grinding machine and the filled jars are placed on a conveyor belt leading to the capping machines. As they pass toward these machines they are carefully inspected. Then each jar is vacuum capped and passes along to a labeling machine which supplies glue to the standard label, places the label in position on the jar, stamps it with a code number and discharges it between brushes which removes the excess glue. Operators stationed at this end of the machine pack the filled jars into their original shipping cases which are sealed and removed to the shipping rooms.

The Beech-Nut Packing Company manufactures large quantities of spaghetti and macaroni products. These are made of the finest semolina and sold in six different forms—macaroni, spaghetti, macaroni elbows, macaroni rings, plain noodles and prepared spaghetti. A large quantity of spaghetti produced at the Canajoharie plant is sent to the plant located at Rochester, New York, for use in manufacturing prepared spaghetti with tomato sauce.

After being mixed and formed, spaghetti is removed to drying rooms where it is fan-dried. It is then taken to the packing department where it is cut into proper lengths for packaging. Bins filled with these lengths are placed on the tables of the packaging operators who are seated on both sides of a continuous conveyor belt leaving and returning to carton-forming machines. The cartons of packages holding one-half pound is divided into two portions, each portion wrapped separately in blue paper for convenience in home use.

The cartons in which the spaghetti is packed are fed to a carton-forming machine which opens them and closes and seals one end. This opened carton is then rolled along a conveyor belt to the packing operators who remove it from the belt, insert two of the blue paper packages and replace the filled carton on a belt running in the opposite direction. The carton then travels through a carton closing machine which folds over and seals the open end of the carton. Packages are weighed at frequent intervals to insure against short weight.

AFTER the cartons are sealed they are collected by an operator stationed at the end of the machine who assembles them into corrugated shipping cases which are taken by small trucks to the shipping room for sealing. A large quantity of the various spaghetti products are manually packed in wooden shipping cases for use by restaurants using large quantities of this product.

Beech-Nut Chewing Gum is manufactured and packaged in a portion of the plant completely separated from the other units. The air in this department is conditioned and kept at just the correct temperature to assure the best results in handling this product. Air conditioning has become an accepted necessity in plants manufacturing products easily affected by heat or humidity and the nature of this product makes it necessary to regulate both temperature and humidity.

Pure chicle, the latex or sap of the sapota tree which grows abundantly in the Yucatan Peninsula of Mexico, British Honduras and the northern half of Guatemala





powerful

A striking whirlwind of riotous colors, swirling its way to the buyer's consciousness; that is Typhoon, one of the Made in America Box Covers. ¶ As colorful as the rainbow — as impelling as the typhoon, its namesake, this distinctive box cover line commands the buyer's attention and sweeps aside sales resistance.

Sample Book will be gladly sent upon request

**DISTRICT
PAPER MAN
C O M**

New York Office
41 PARK ROW

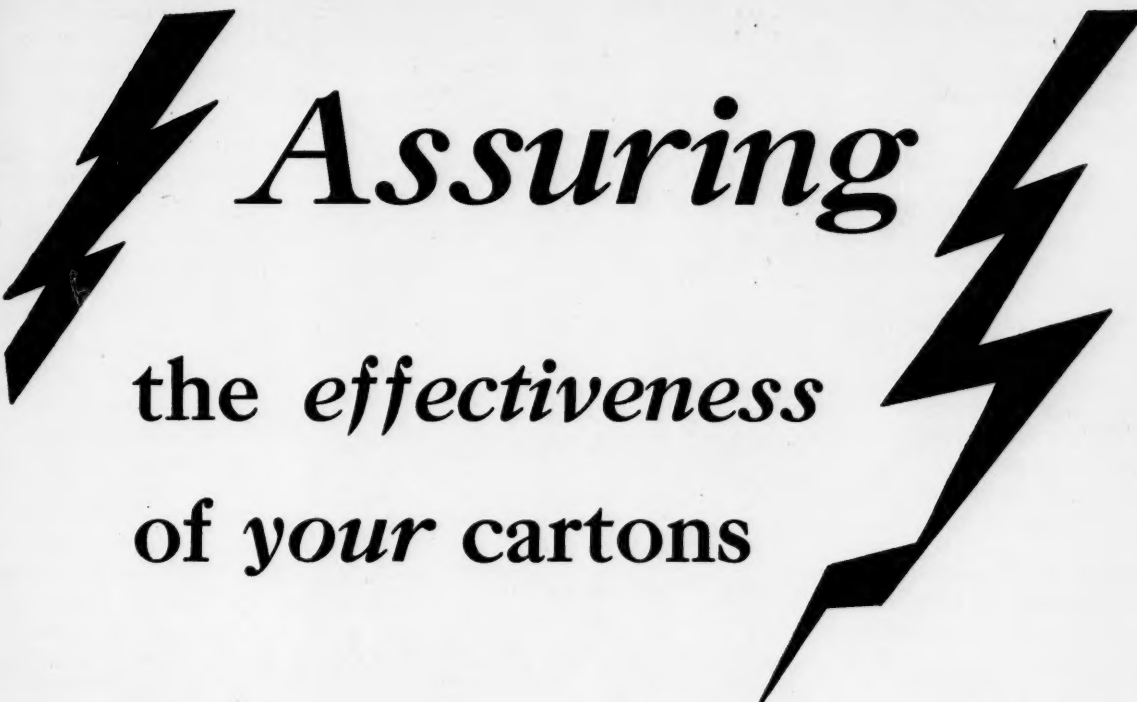


Mills and General Offices
WASHINGTON, D. C.

**COLUMBIA
UFACTURING
P A N Y**

Chicago Office
CHICAGO MERCANTILE EXCH.

THE MOST COLORFUL PAPER MILL IN AMERICA



Assuring the *effectiveness* of *your* cartons

Striking designs and attractive coloring are important elements in the make-up of effective cartons.

Increase this effectiveness by using

RIDGELO CLAY COATED FOLDING BOXBOARD

Its unusually good printing qualities permit carton manufacturers to obtain better results. Cartons made of Ridgelo are quality cartons—the most economical in the long run.

LOWE PAPER COMPANY

RIDGEFIELD



NEW JERSEY

939

is used in the manufacture of this product. The chicle, after proper refining, is heated and mixed with pure sugar and flavoring oils to make chewing gum. After the mixture has cooled it is run through a series of rolling machines until it reaches the proper thickness. During this rolling process powdered sugar is added to prevent sticking and to increase the flavor.

The finished sheets turned out by this machine are about fifteen inches wide and twenty inches long. These sheets are collected in wooden trays and passed through scoring machines which cut them into the required lengths. The long strips are then passed through machines which break the gum into the proper sizes for packaging.

An interesting plan has been devised whereby it is possible to manufacture and package several flavors of this product at the same time. As the sheets are stacked on trays, they are covered with cloth in colors designating the flavor of the gum—white for peppermint—pink for wintergreen, etc. This enables this department to package many varieties at one and the same time.

These pieces are fed to wrapping machines which wrap each stick in a mounted foil wrapper, folding over the ends and enclosing the wrapped stick in the printed label at a speed of 565 per minute. The same machine then assembles five of the wrapped and banded sticks and wraps them in a printed label before discharging them on a conveyor belt leading to the packers. These operators assemble 20 of these packages of gum into cartons and again place them on conveyor belts. Operators along this belt inspect the packages and add the covers.

The waxed paper wrapping machines are fed from a continuous roll of printed wax paper. Each carton is double wrapped and the longitudinal seams and end folds are heat sealed. This machine is so constructed that it folds the edge of the wax paper on the edge of the box, thus leaving both faces clear for display of the printing on the wrapper. As each carton leaves the wrapping machine it is stamped with a code number which identifies the time of manufacture. The wrapping machines are capable of a speed of 60 to 70 cartons per minute and an output of 23,000 per day when run at top speed.

The waxed paper wrapped cartons are manually packed one hundred to the case in either fibre or wooden shipping containers.

A separate building at the plant is devoted to the manufacturing of the various Beech-Nut Candy specialties. As in the production of chewing gum, the air in this building is conditioned in order to counteract the effects of varying atmospheric conditions on products of this nature.

Beech-Nut Mints are made in four flavors—peppermint, wintergreen, spearmint and clove.

The package for the "mints" consists of a lined metallic foil wrapper of sufficient strength to protect the contents from moisture and breakage while on display and to make it possible for the purchaser to keep the balance of the contents fresh after the package has been opened.

This foil wrapper also acts as a guarantee against evaporation of the essential oils used in the candy. Over this foil wrapper is a label printed in cool green and white. This label is imprinted with the Beech-Nut label and a picture of the contents.

Because of the oval shape of these mints the packaging department encountered difficulties in obtaining efficient packaging machinery. After the mints have been formed they are moved in bins to the packaging department. Here they are fed into the hoppers of stacking machines which stack them evenly in rolls of sixteen. An operator seated at this machine removes the rolls and places them in wooden trays fitted with grooves of the proper size for single rolls. These trays are then moved to the wrapping machines where an operator feeds the stacked mints into the receiving notches of the machine. Single rolls are packed up by mechanical fingers and wrapped in the lined foil by a spinning process. No glue is used in closing the foil because of its tendency to affect the flavor of the candy. The side of the foil wrapper overlaps sufficiently to completely cover the contents. The ends of these wrappers are completely closed and pressed tightly shut by the pressure applied by a second set of mechanical fingers that picks up the roll and delivers it to the labeling unit incorporated in the same machine. This unit spins the printed label around the roll, applies a thin strip of vegetable glue to the edge and furnishes the required pressure to complete the roll.

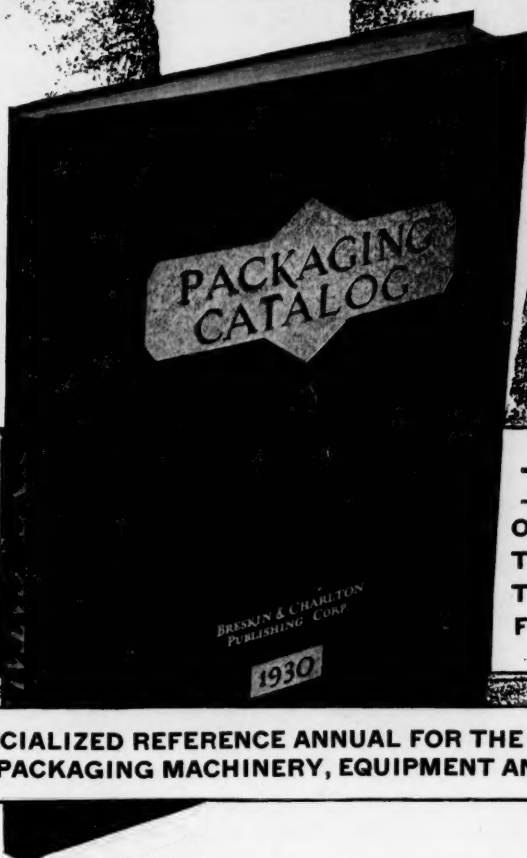
The wrapped roll is then discharged on a moving belt which passes in front of a row of operators who assemble the rolls into the display cartons. Each operator is provided with a pile of opened cartons and the display card to be used. After the carton has been filled the display card is placed on top and the cover added. Then the filled cartons are again placed on a conveyor belt which delivers them to the waxed paper wrapping machines. This machine applies a printed wax-paper wrapper around the carton and by applying heat to the longitudinal seams and end folds produces a tightly sealed package.

An operator stationed at the discharging end of this machine inspects the packages and collects them in fibre shipping cases. These cases are then sealed and removed to the shipping room.

BEECH-Nut candy drops are made in ten flavors—lemon, lime, orange, anise, peppermint, wintergreen, cinnamon, clove, butter scotch and black cough drops. The packages used for these candy drops are excellent examples of suitable, attractive packages for candies retailing at five cents.

The labels used for the candy drops are each suggestive of the flavor of the candy contained in the package. As these candy drops are round in shape the packaging methods differ slightly from those used in packaging the "mints."

Because of the nature of the products a wrapper of heavy waxed paper is used inside the heavy metal foil wrapper. Large bins filled with the candy drops are



The TIME

for the Year
1930
DISTRIBUTION

9000
Copies

The COST

One Page	\$150
Two Pages	\$290
Three Pages	\$420
Four Pages	\$540

THE ONLY SPECIALIZED REFERENCE ANNUAL FOR THE BUYER AND SPECIFIER OF PACKAGING MACHINERY, EQUIPMENT AND SUPPLIES

AN ADVERTISING INVESTMENT YOU WILL BE GLAD YOU MADE!

A Direct Appeal to PACKAGING EXECUTIVES Through the 1930 EDITION PACKAGING CATALOG

- A reference book which stays on the Executive's desk for a year.
- Reaches 9000 in the Packaging Field.
- Is a combined Catalog and Directory.
- Lists every item of equipment of interest to the Packaging Executive.
- The *only* publication of its kind in the field.
- Coverage is complete.
- Cost of space is astonishingly moderate.

[[If you have anything to sell to the Packaging Industries, you cannot afford to be without representation in this powerful reference work.]]

FINAL FORMS for the 1930 volume close December 2. All reservations for space must reach us by this date to be included in the 1930 edition, which will be ready for distribution in January, 1930.

For Representation, Address

**Arrange
NOW for
your space
to get the
best possi-
ble service.**

Correctly classified listings assure uniform opportunity to each manufacturer.

YOU GET
Permanence
Concentration
Effectiveness
at
Moderate Cost

BRESKIN & CHARLTON PUBLISHING CORPORATION
11 PARK PLACE **307 N. Michigan Blvd., Chicago, Ill,** **NEW YORK, N. Y.**

brought to the packing department on small lift trucks. Large hoppers feed the machine and these are filled with the candy drops.

The tablets are dropped by a device on the bottom of the hopper into thirteen slots on a sloping tray. An operator stationed at this point removes defective or broken drops from this tray as they pass down to the bottom. When the tablets reach the bottom of the tray they are turned on edge by an aligning device and assembled in position for wrapping. Mechanical fingers grasp the roll and lift it while a piece of heavy waxed paper is wrapped around it. The longitudinal fold and the ends are closed by a heat sealing device and the roll passes on to another set of fingers which hold it while the metal foil is spun around it. The ends of this foil wrapper are pressed into place and the roll is passed on to the portion of the machine which applies the printed label. From this point on the packaging continues in exactly the same manner employed in packaging the "mints."

Full recognition of the value of the package is evident in all the departments of the Beech-Nut Packing Co. Almost all of this company's advertisements feature a reproduction of the package in a prominent position. Color advertisements frequently depend upon the color of the package for the colors used in the advertisement and the backgrounds used are frequently suggestive of the color or flavor of the product.

Inasmuch as the Canajoharie plant is located a short distance from one of the principal automobile roads of upper New York State, an interesting advertising plan to familiarize the public with Beech-Nut Products has been devised. As one nears Canajoharie, the road signs invite the tourist to visit "Beech-Nut Cottage" just outside of the town of Canajoharie. On the main road is a small cottage with friendly, crisp-curtained windows and an open door. Here visitors are greeted by the hostess and the various Beech-Nut Products delightfully served at small tables seating four. The cottage is equipped with a modern kitchen supplied with gas and electric refrigeration and dainty linen and table service aid in making this unusual advertising a delightful experience for the visitors. As the guests leave the cottage they are presented with an envelope filled with descriptive literature and an attractive small box containing three regular-sized packages of Beech-Nut Candy Drops and Chewing Gum, a fitting souvenir indeed of a visit to a plant using such a great variety of packages.

The Package of the Month

(Continued from page 37) the can insure protection of the contents both while on display and when in use. Replacing the lift top re-seals the package and prevents the evaporation of the flavor of the contents—an important consideration in packaging coffee.

As this product has only recently been introduced it is impossible to say how large a part this package will play in establishing this new blend of coffee. We feel, however, that the effectiveness of this package, as well as the unusual flavor of the coffee should make this an excellent

addition to the large number of food products marketed by this company.

New Labels for Old

(Continued from page 45) were people who actually did not know the product as Duff's Molasses but knew it as "Ginger Bread Man" molasses, suggesting that the unique trade mark thus removed from the name part of the label had a tendency to submerge the brand which is probably a danger with trade marks. In arriving at a new design we wanted to continue the ginger bread man trade mark and after many experiments we introduced it satisfactorily in the main label as the illustration shows and by presenting it in a reduced size beneath Duff's Molasses we eliminated the possibility of mistaking this product as had been done previously.

The Palmetto Peanut Butter was one of the designs in which the first sketch was immediately accepted and the success of this product in its new dress has been pronounced.

Several other illustrations are presented to show the old designs and the new. At the top of Fig. 1 is shown the old label for "Palmetto Brand" molasses. This was printed on a yellow background in red, green, yellow, orange and brown. This label is typical of the old-fashioned ideas of package decoration. The new label for the same brand is printed in three shades of orange with dark blue square-type lettering and a white palm tree. It presents a striking appearance and possesses high-attention value.

The old label for "Duff's Molasses" is shown below. A dull grey-blue forms the background and the style of lettering employed does not possess sufficient strength to secure the best visibility. The new label retains the advertising value of the old one but the white lettering on a background of blue and green possesses a high degree of visibility as well as a more pleasing arrangement.

At the left of Fig. 2 are the old labels for two brands of peanut butter. The labels now in use are shown at the right. Simplification of design and more vivid colors make these labels more effective when displayed in competition on dealers' shelves.

The old label for "St. Catharine" brand molasses is shown at the top of Fig. 3. This label is typical of the ornate style of decoration of the period in which it was developed. The background is in red, the two shields in yellow and white and the lettering in red and black. The new label, shown directly below it, is in two shades of yellow with dark blue lettering.

The "Red River" label is similar in decorative effect to the others of the same period. The colors are green, black, white and red. At the bottom of the illustration is the new label for the same brand developed in red and white against a background of a bright dark blue.

These new labels are excellent examples of the skilful use of simple color effects and modern forms of decoration. In each case the elimination of expensive color effects and elaborate decorations has resulted in the creation of a label possessing greater advertising value.

Modern Packaging

THE LIST
OF OUR
CUSTOMERS
INCLUDES
HUNDREDS
OF BOXES
OF MORE

BOXES

NO CHARGE

PAPER CO.

PHILADELPHIA

GREATEST ECONOMY

FINEST APPROPRIATION

MAXIMUM UTILITY

FROM BOX PAPERS

IN ROLLS

2000 ITEMS AVAILABLE

FROM AND OF THE

PAPERS IN THE

WILL BE SENT TO THE

AT THE REQUEST

OF THE

MATTHIAS & FREEMAN

145 N. FIFTH ST.

GEOGRAPHY — AND GOOD ENGRAVINGS



**DISTANCE PRESENTS
NO LOGICAL HANDICAP
WHERE *GOOD ENGRAVING*
SERVICE IS DESIRED**

**ENGRAVING
DESIGNING
ELECTROTYPING**

Just what is "distance?"

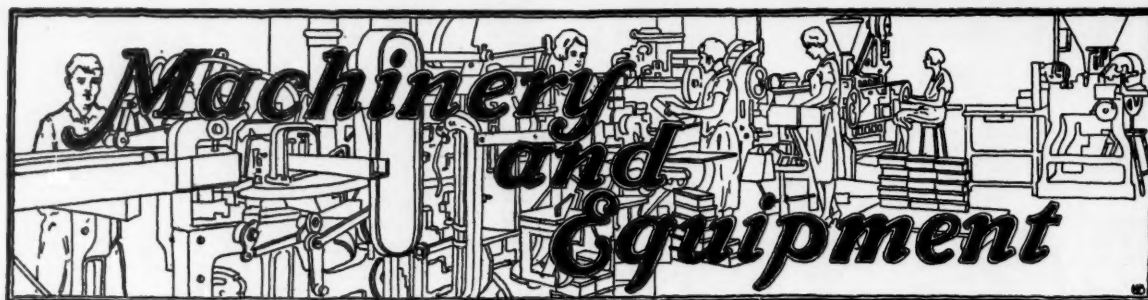
It may be from New York to Paris . . .

Hamtramck to Peoria . . . or the width
of your office. It's the way you look at it.

Crescent service crosses many state lines
in matters of package design and engraving.
Customers who are familiar with
Crescent co-operation do not find inter-
vening miles handicapping our ability to
work closely with them.

**CRESCENT
ENGRAVING
COMPANY**

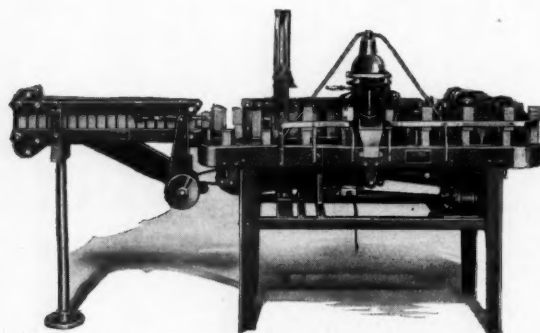
ENGRAVERS • DESIGNERS • ELECTROTYPERS • THE PACKAGING INDUSTRY



New Filler and Sealer

THE accompanying illustration shows the new Model 8 carton sealing and filling machine recently placed on the market by the J. L. Ferguson Co., of Joliet, Ill., consulting engineers and manufacturers of automatic packaging machinery.

This new machine, though having many of the outstanding features of the regular-size Ferguson machine,



Filling and sealing machine for small quantity production

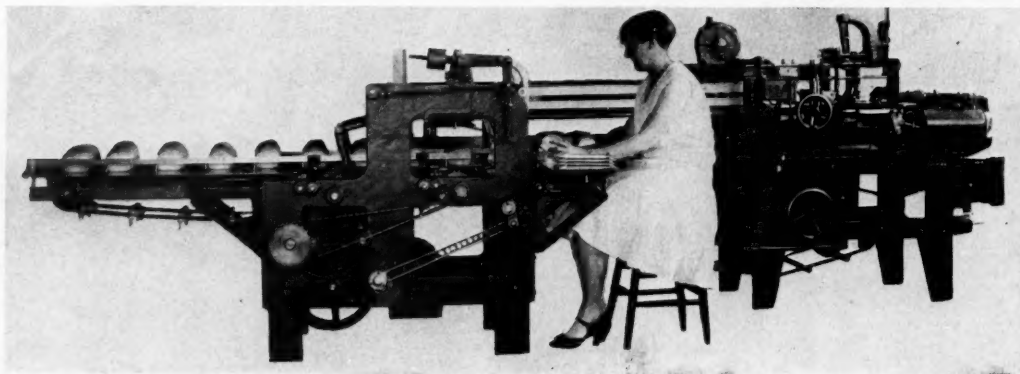
is smaller and designed to sell at a popular price. It was developed in response to numerous requests from representative packers who distribute large quantities of samples. Model 8 also fills a long-felt need of the smaller packers whose volume does not permit the investment in such carton sealing and filling machines as have been on the market up to this time. It requires a floor space of only 26 in. by 9 in. long, overall, and is said to produce up to 50 packages per minute.

Sliced Bread—New Merchandising

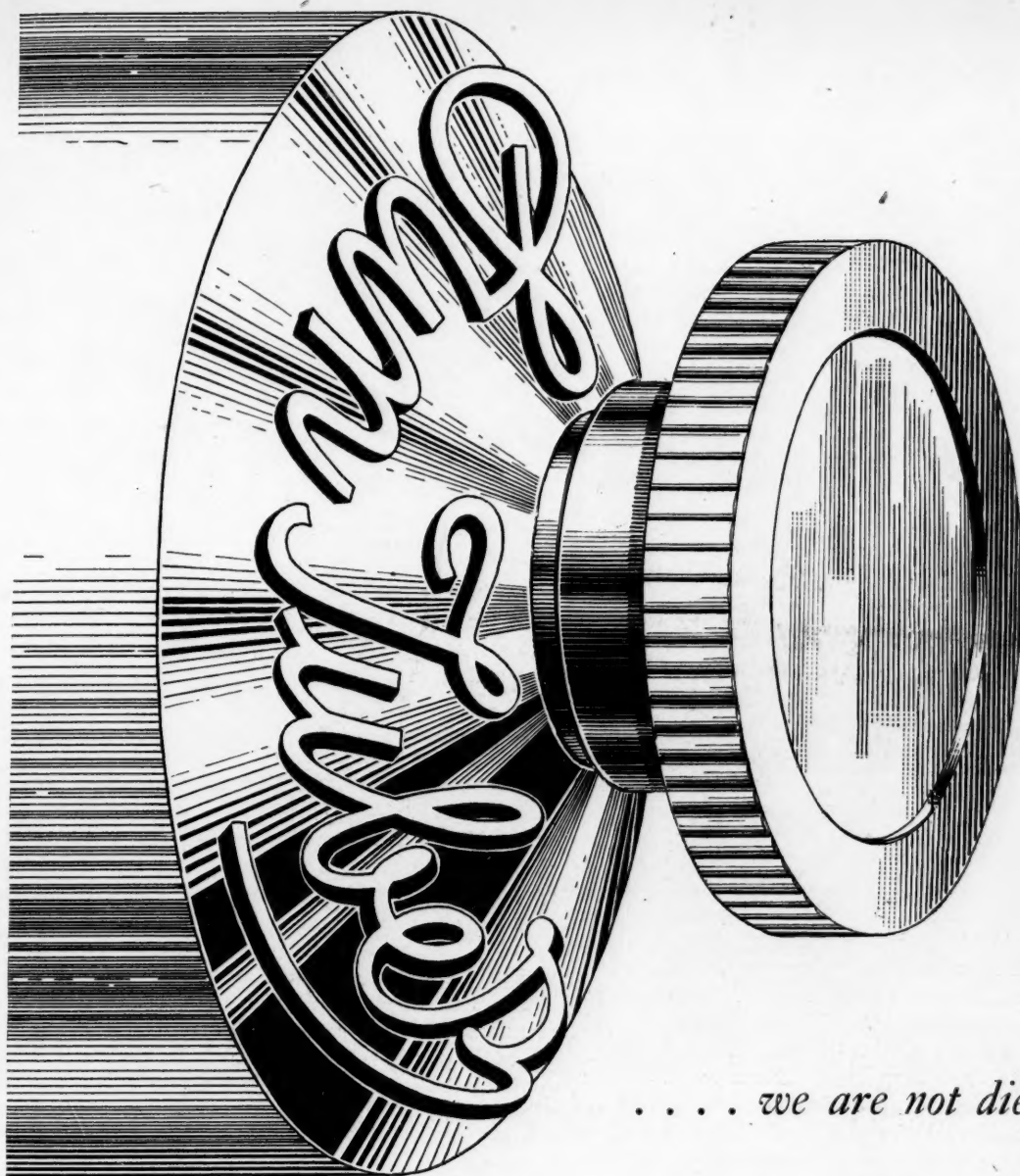
THE trend of packaging all over the country is toward the smaller, individual units. In the baking industry, a new development in this direction is the adoption of sliced bread. Here the slice of bread is the unit of consumption, just as a small piece of Domino sugar, a slice of bacon, an individual cracker or the other various items that are put up now in separate units.

The reason the idea of sliced bread is taking with the housewife is easily explained. For the type of family where lunches are put up early in the morning, sliced bread is a great accommodation for sandwiches. Where children are in the family, it is convenient for a child to take a slice of bread whenever it is hungry. While many mothers do not like to have their children eat between meals, it is generally agreed that if they insist on eating and the mothers allow them, bread is about as good a thing to give them as anything. The inconvenience of cutting bread in the afternoon is eliminated by the child being able to take slices at any time desired.

The average housewife cannot cut a slice of bread very well, cannot cut it uniformly as to thickness and usually has to work with a dull knife. Many housewives object to cutting bread when they are finished with the preparation of a meal and dread the thought of running out of bread during a meal and having to have more brought to the table. The convenience of sliced bread appeals to them in many ways for the public, as we all know, likes to have its convenience and ease and wishes everything done for it that is possible. In many instances, sliced bread is purchased just because



Operator places sliced loaves in tray prior to wrapping



HILLSIDE, N. J.

. . . . we are not dieting!

. . . please, . . . do not send requisitions, . . . to us, . . . for less than 1000 gross, . . . as our automatic lines, . . . are not, . . . economical to you, . . . for less. As far as we know, . . . there is no other tube company that requires this amount, . . . hence, we suggest you send the smaller amounts to them.

Frank J. Lynch

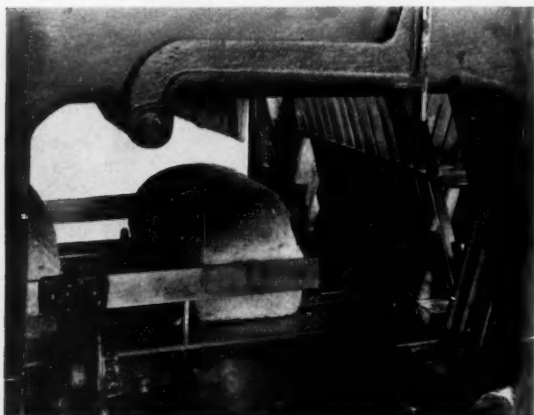
President

P. S. . . . , then you, . . . and the rest of us, are happy.

it saves the trouble of cutting it and nothing else but that.

These are the various arguments advanced by bakers for the use of sliced bread. Besides there are the additional advantages in its use at picnics, as a convenience for tourists and many others. Bakers have reported that they have increased their business from 15 to 75 per cent with sliced bread.

As may be seen in an accompanying illustration, the bread loaves enter the slicing machine on a moving belt or platform at the feed end and proceed through a series of knife blades that slice the bread to the required thick-



Bread entering slicing unit of machine

ness, delivering same to the operator who places the sliced loaf in a single-piece clayboard tray. The filled trays are then transferred to a wrapping machine and a wrapper placed automatically around each.

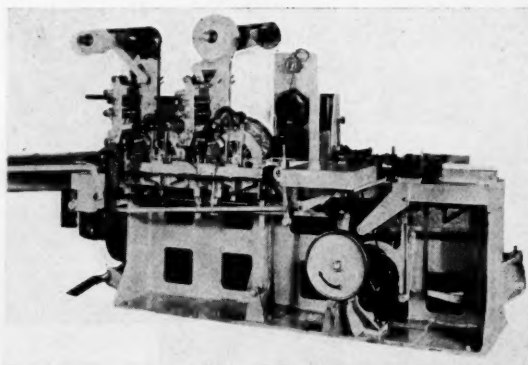
The Battle Creek Bread Wrapping Machine Co., Battle Creek, Mich., manufacturer of the machines shown and described in this article, are planning to build the slicing machine so that it operates automatically with the standard wrapping machines made by the company and the trays are eliminated. In this operation a loaf of bread is placed on the slicing machine, transferred mechanically into the wrapping machine, wrapped and delivered from the end of the wrapping machine without the operator having to touch it after placing it on the slicing machine. It is stated that this machine will pay for itself, in a moderate sized bakery, in about six months. The equipment, it is said, will save from two to four operators now used in a fair sized bakery and the use of these trays at prices varying from \$2.75 to \$4.00 per thousand.

A Double Wax Wrapper and Container

BECAUSE of its moisture-absorbing quality, the makers of Junket were faced with the difficult problem of eliminating moisture penetration. To solve this, the F. B. Redington Co., 110 South Sangamon St., Chicago, Ill., have designed a dependable double wax-wrapping machine for the Chr. Hansen's Laboratory, Inc., which also cartons Junket. The unique feature

of this machine is the reversing of the two longitudinal seams which insures practically perfect moisture control.

The method used is as follows: Junket, a dessert powder, is measured out and placed in a paper bag and then



Double wax-wrapping and cartoning machine

into an inside carton by a standard machine. This carton is then fed into the Redington double wax wrapper and cartoner, wrapped in heavy wax paper, and the paper heat sealed, with the seams of the wax paper around three edges of the box. The box is then turned over, and the process just described is repeated. The result is two wrappings of wax paper, each one individually sealed, with the longitudinal seams on opposite sides. This assures at least one thickness with no seams on every side of the box, and a double thickness on most sides. The operation is then completed by placing the double wax-wrapped box into an outside tuck-end printed carton. The speed of the machine is about eighty per minute. The wax-wrapping mechanism may be had without the cartoning mechanism.

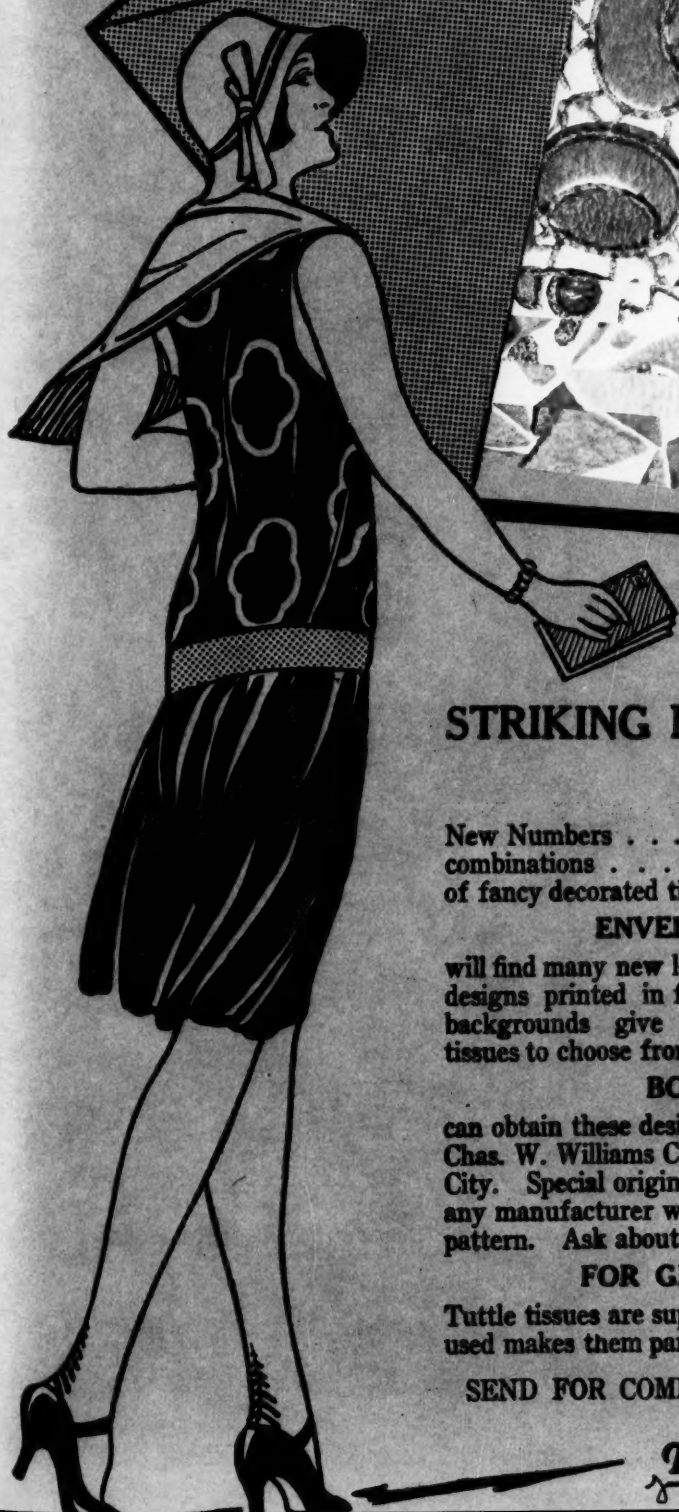
This machine will be of interest to other dessert manufacturers as well as other industries, such as chewing gum where the problem of moisture content control is that of retaining the proper moisture content to guard against drying out.

Waxed Paper for Marshmallows

THREE cartons of fresh marshmallows were kept in a dry room for a period of eight weeks being packaged as follows: Sample 1 was placed in a carton wrapped in two sheets of 30-lb. basis, self-sealing waxed paper;



Tests on wrapped and unwrapped samples of marshmallows



STRIKING NEW DESIGNS FOR NEXT YEAR

New Numbers . . . New backgrounds . . . new combinations . . . all tend to make the Tuttle line of fancy decorated tissues the leader for 1930.

ENVELOPE MAKERS

will find many new lovely lining papers. Fourteen designs printed in from 2 to 5 colors on 8 different backgrounds give over one hundred beautiful tissues to choose from.

BOX MAKERS

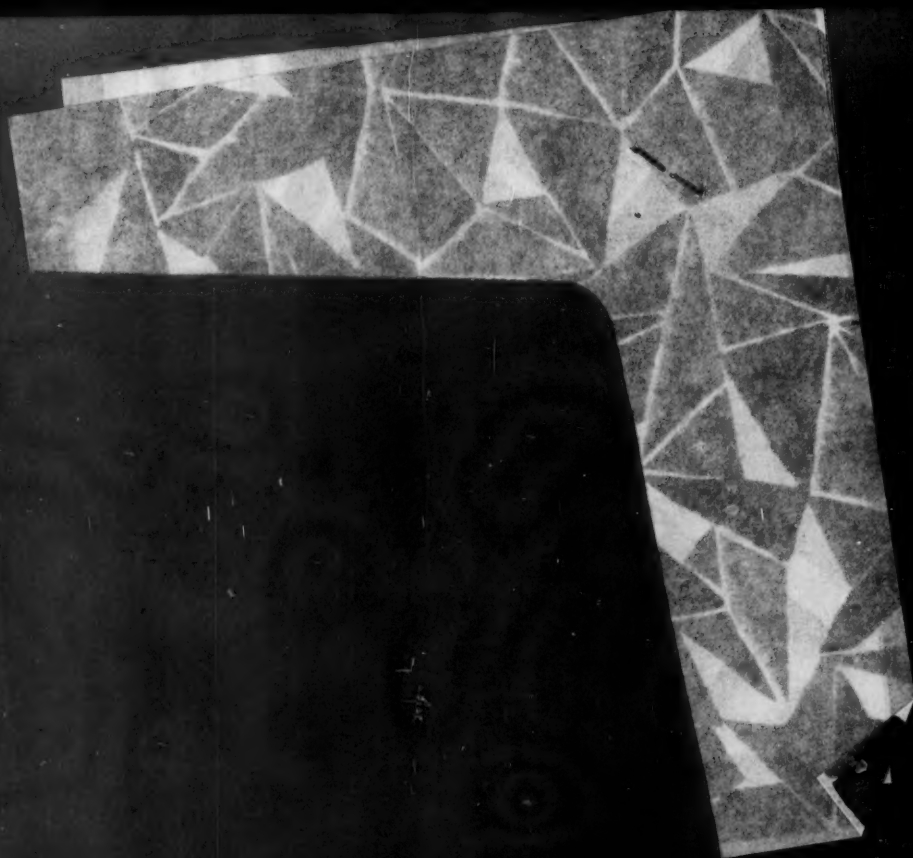
can obtain these designs on box cover paper from the Chas. W. Williams Co., 303 Lafayette St., New York City. Special original designs can be created for any manufacturer wanting a distinctive individual pattern. Ask about this service.

FOR GIFT WRAPPINGS

Tuttle tissues are supreme . . . the tough paper used makes them particularly adaptable to this use.

SEND FOR COMPLETE SAMPLE BOOKLET

The Tuttle Press Co.
APPLETON. WISCONSIN





TO THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFACTURED TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN IRREDUCIBLE MINIMUM.

FORT ORANGE PAPER COMPANY
CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data
in the
PACKAGING CATALOG

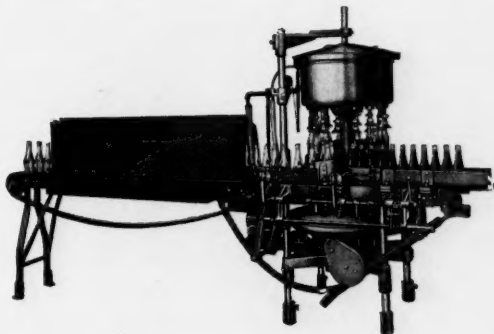
BOSTON



WHY ARGUE ABOUT YOUR FILLING PROBLEMS

Arguments always travel in circles and that never gets you anywhere.

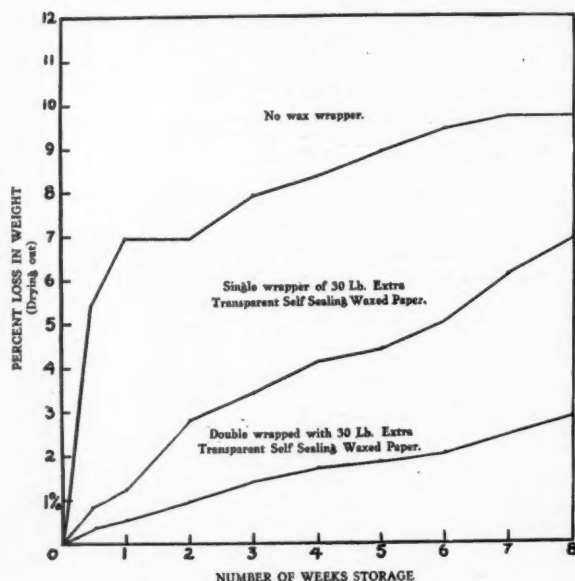
Straight thought like straight lines leads somewhere. Get that letter off now for the Horix Catalog showing *the* type of filler you require—that's a straight line.



The standard for the past twenty years

HORIX MANUFACTURING COMPANY
Manufacturers of "Haller" Hand and Automatic Filling Machinery
Corliss Station, PITTSBURGH, PA., U.S.A.

Sample 2 in a carton wrapped in one sheet of the same waxed paper, while Sample 3 was placed in a carton not wrapped at all. At the end of the time specified one of the marshmallows from each sample was placed, as shown in the accompanying illustration, underneath a pound weight. Sample 1 is shown at the left, 2 at the center and Sample 3 at the right of the illustration.



Graphic representation of moisture tests

A further presentation of similar results expressed graphically is shown in the attached chart which includes curves of the three conditions expressed above. Tests were made during each of the eight weeks and the percentage of loss in weight determined for each period.

These tests were conducted by the research laboratory of the Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich. They prove the unquestionable advantage of double wrapping for this type of product where freshness is desirable.

Trade Catalogs

Box Coverings: District of Columbia Paper Mfg. Co. have recently issued three new booklets of box coverings. "Metal Skyros" contains one pattern in green-silver, green-gold, red-silver and red-gold. "Rose" contains an antique Dresden effect in six colors and "Typhoon" a modernistic effect in six colors.

Novelty Papers: H. D. Catty Co. of New York have recently issued a catalog of novelty papers. Metal effects, velours, large and small patterns and many modern designs are included in the collection.

Tissue Linings: A wide range of colors and designs are included in a large booklet recently received from the A. M. Collins Mfg. Co. of Philadelphia. The designs are in modern effects and the collection is representative of this company's line for 1930.

Embossed Box Papers: Two booklets of gold and silver embossed papers have been received from Pinco Papers, Inc. One contains an assortment of colors with a small all-over embossed design and the other contains six Christmas designs in silver and gold embossing on red paper.

Box Coverings: A sample booklet of Silver Prints Embossed (non-tarnishable) has recently been received from Walther and Co., Inc., of Brooklyn, N. Y. This booklet contains a large assortment of papers for box coverings in a wide range of colors and designs. Backgrounds are in colors with designs, both modern and conventional, in embossed silver.

Wire Tying Machines: The Gerrard Company, Inc., 1942 South 52nd Ave., Chicago, Ill., have just issued a new catalog describing the Gerrard Model TA wire tying machine and the methods employed in the application of this device. This new binding method is applicable to the binding of parcel post and light express packages. Although it has been on the market but a short time, it is stated that the TA metal tie binding method has been adopted by many of the large shippers in this country.

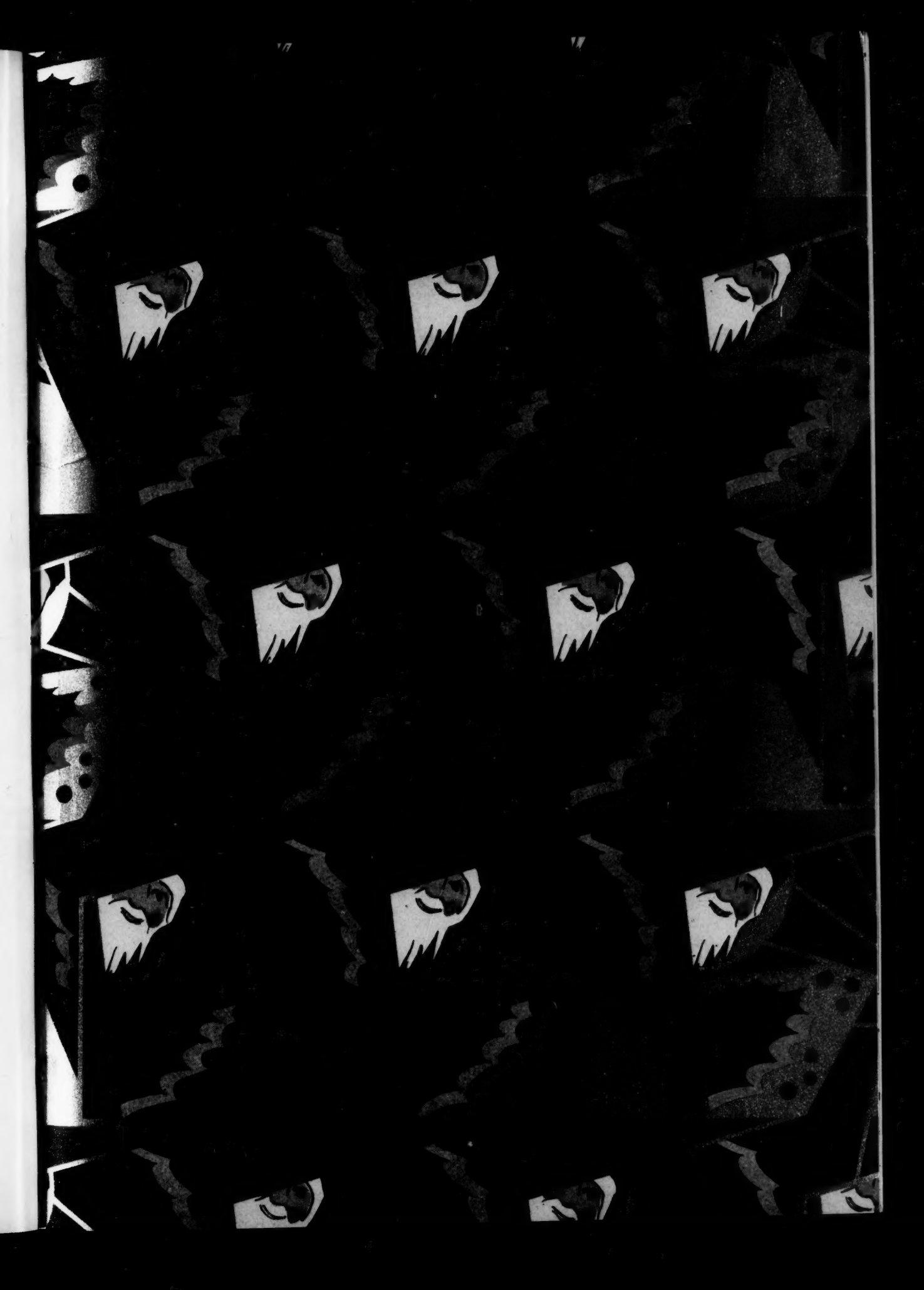
Labeling Machines: The O. & J. Machine Co., Worcester, Mass., a division of the Liquid Carbonic Corp., Chicago, Ill., have recently issued a 20-page booklet, "Automatic Labeling Machines for the Beverage Industry." This book is attractively illustrated with diagrams and photographic reproductions of the various machines described, and a vast amount of information covering efficient practice in automatic labeling is included. A partial list of users is given and other equipment such as an automatic crowner and testing and mixing tanks are described.

Textile Bags: Under the title of "Sacks Appeal," the Textile Bag Manufacturers Association, 205 W. Wacker Drive, Chicago, Ill., have issued a 16-page booklet which outlines an experimental plan that was carried out to determine the advantages of merchandising potatoes in 15-lb. sacks. This test under all the conditions that prevail in the normal marketing of potatoes proves that this modern method of creating consumer confidence and consumer preference in a given brand of potatoes is perfectly feasible and brings definite advantages to housewives, retailers, commission merchants and growers.

Among Supply Manufacturers

GEORGE H. NEIDLINGER has sold his interest in the Peerless Tube Co. to Frederic Remington, engineer and factory manager of the plant in Bloomfield, N. J. Mr. Neidlinger will remain an officer and a director of the company.

J. T. O'ROURKE, who recently resigned as vice-president and general manager of the American Bread Wrapper Co., Chicago, is now associated with the Menasha Products Co. in an executive capacity.



"Hollytone" for Holly Time



YOUR Christmas Packaging
problems are most easily solved
by specifying

"Hollytone" Papers

One of the "Tone Line"
for your Box Coverings

1930 designs are now obtainable

Send for Sample Books

CHARLES W. WILLIAMS & CO., INC.

Authorities on Box Covering Papers

303 LAFAYETTE STREET, NEW YORK

CHICAGO

BOSTON

Has your Line been "Toned"?

**[This Exhibit is No. 1488 Hollytone. One
of a series of six ultra-modern designs]**

WALDRON



MACHINES

Beauty is building sales for the artistic papers and trims now so popular. But beauty is the result of the Waldron machines that have made the modern effects possible. The Waldron three-color Intaglio Printer illustrated is one of these machines, producing artistic multi-tone effects with single color ink distribution. The range of color effects obtainable by the Waldron Intaglio method is little short of phenomenal. Investigate the possibilities for your production.

for

**COATING,
SURFACE
and INTAGLIO
PRINTING,
EMBOSSING**



for

**REWINDING,
FESTOONING
and other
CONVERTING
PROCESSES**

JOHN WALDRON CORPORATION

MAIN OFFICE & WORKS—NEW BRUNSWICK, N. J.

CHICAGO

NEW YORK

PORTLAND, ORE.

When in New York

See The U. S. IDEAL ROTARY VACUUM FILLER

Model A-30

Filling Hershey's famous milk beverage into bottles 120 a minute. Machine in operation at 675-691 Sixth Avenue in display window.

There is a U. S. Filler for any filling problem you have.

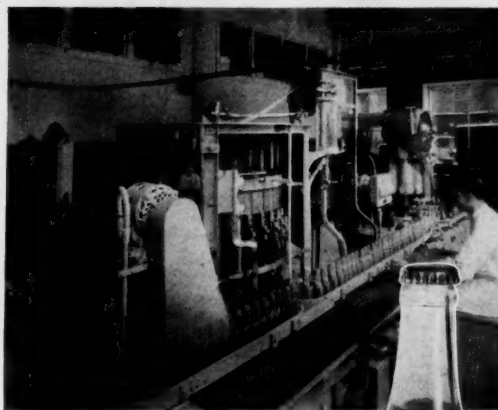
Write us for catalog.

U. S. BOTTLERS MACHINERY CO.
INCORPORATED

BOTTLING AND PACKAGING ENGINEERS

EXECUTIVE OFFICES AND SHOPS

4015-31 N. Rockwell St.
Chicago, Ill.



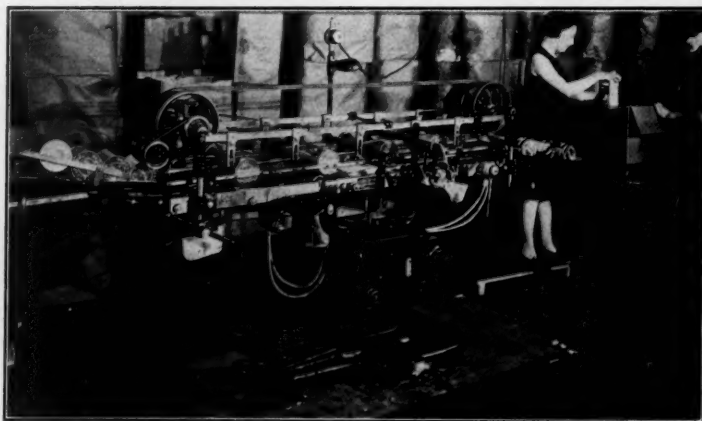
THE Du Pont Cellophane Co. announces the following recent changes: W. O. Henderson has been appointed assistant eastern district sales manager. He was New England sales representative for several years previous. R. E. Henning has been appointed sales correspondent and Clyde E. Rapp as assistant to H. C. Broems in the Trade Record Section. William Rheame, formerly of the Chicago district sales office, is now covering Tennessee, Mississippi, Alabama and Louisiana with headquarters in Nashville. Robert J. Black, formerly with Calavo Growers of California, has joined the Boston sales office. E. F. Wilson, former Manhattan representative, has been transferred to a southern territory with Atlanta for his headquarters. Leonidas B. Dickson has been appointed to the metropolitan sales force. H. G. Montell is now representing the company in Baltimore, Washington and Richmond, with headquarters in Baltimore.

FURTHER expansion of the facilities of Continental Can Co., Inc., in the Southwest has been made through the acquisition of the assets and business of the Gille Manufacturing Co., Kansas City, Miss., manufacturers of tin containers for lard, oil, coffee and other miscellaneous products since 1899. The rapid development of this section of the country serving principal meat packers and other major industries has resulted in a steady growth in business of the acquired

company. In 1927 the company doubled its facilities to take care of the increased volume. The property includes a large modern plant located in the center of Kansas City, with ample railroad facilities. Harry S. Gille has been appointed business manager of the plant and other members of the Gille organization continue with Continental in the same positions as heretofore.

RECENT developments of the Turner Glass Corp., Terre Haute, Ind., include the organization of the Turner Glass Sales Corp. for the purpose of simplifying methods of handling sales. Due to the growing interest in the field of design and merchandising, R. E. Walker, secretary and treasurer, has been transferred to the New York office, where he will intensify this phase of the company's work in the metropolitan area. Walter Dorwin Teague, 210 Madison Avenue, New York, who has for the past year been cooperating in design, will continue to give this service. It is expected that this intensification of the corporation's designing and merchandising service in New York will be of considerable benefit to the work of L. A. Lummis, who for ten years has been an important figure in the Turner organization, and who continues his active work for the corporation in New York. John Ferguson, an experienced research engineer, has been placed in charge of research and development with headquarters in Indianapolis, Indiana.

They roll in They roll out



But what a change has taken place—from naked tin, to a well fitted, completely circular body label—your escutcheon—the speed—to suit the most exacting—up to 200 per minute or more—of course it's a

BURT LABELER

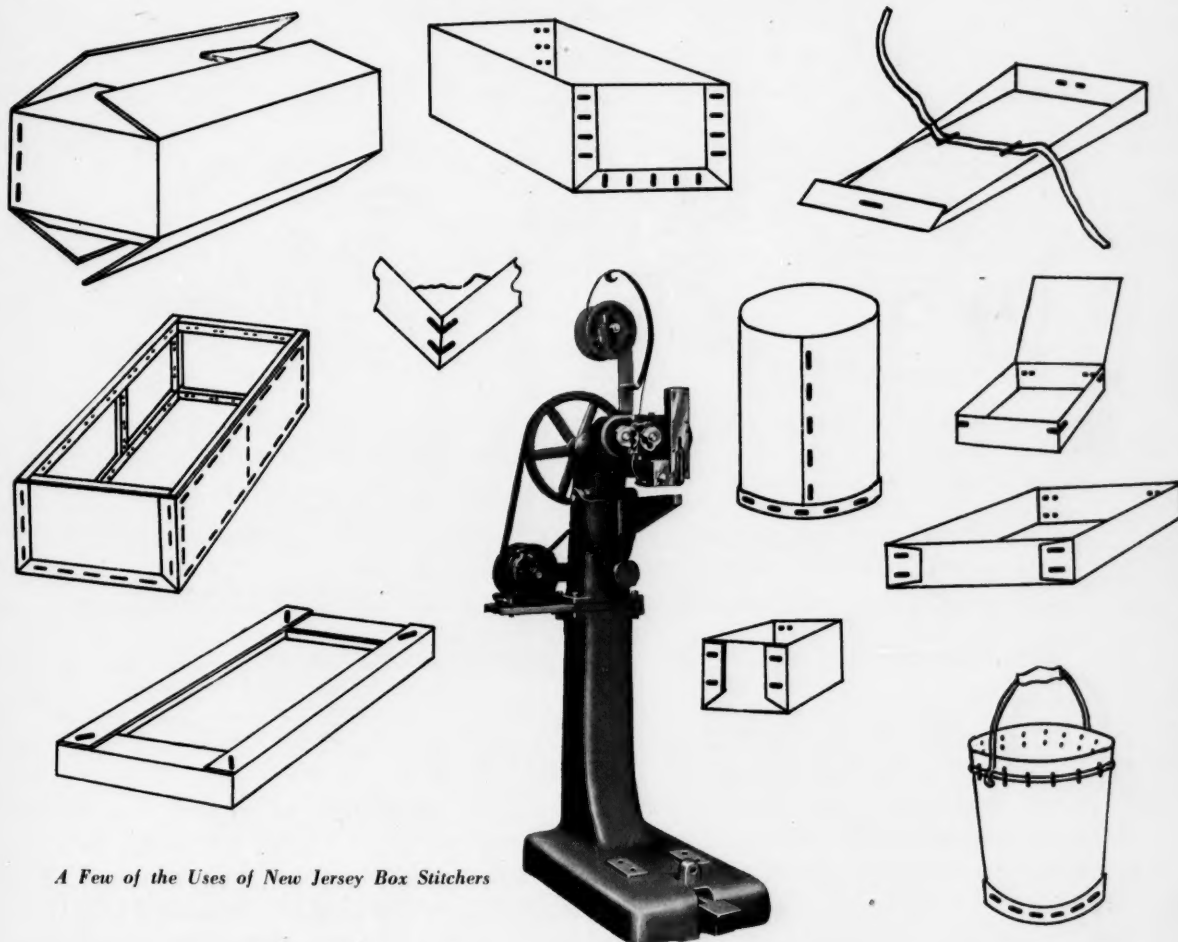
BURT MACHINE COMPANY

MAIN OFFICE AND PLANT, BALTIMORE, MD.

Sales Offices: Chicago, New York and London

NEW JERSEY BOX STITCHERS

FOR EVERY PURPOSE



A Few of the Uses of New Jersey Box Stitchers

There is a New Jersey Box Stitcher designed to meet every need of manufacturers and users of boxes and containers. The New Jersey stitcher operates on a new principle which has been developed as the result of 40 years' experience in manufacturing wire stitching machinery exclusively and embodies the simplest and most rugged stitcher construction known.

MAY WE HELP YOU TO CUT YOUR COSTS AS WE HAVE DONE AND ARE DOING
FOR NUMEROUS BOX MAKERS AND USERS

WHAT USERS OF NEW JERSEY STITCHERS SAY!

<i>Easy Adjustment</i>	<i>Steady Production</i>
<i>Rapid Operation</i>	<i>Fool-Proof</i>
<i>Low Repair Cost</i>	<i>Parts Last Longer</i>
<i>Handles Greatest Range of Work</i>	
<i>Easy to Understand—All action in plain sight</i>	

-----CLIP AND MAIL TODAY-----

NEW JERSEY WIRE STITCHING MACHINE CO.
602 S. Second Street, Camden, N. J.



We wish to Reduce the Cost of a Certain Operation

- ☐ Sending sample under separate cover to be returned with your recommendations.
- ☐ Please send further details about the New Jersey wire stitcher

Firm.....

Street.....

City..... State.....

NEW JERSEY BOTTOM SEALER

THE CHEAPEST AND FASTEST METHOD OF FASTENING YOUR BOXES

Save

**Time
Money
Material**

Gain

**Space
Strength
Production**



NOTE

One Pedal Only

NOTE

One Pedal Only

New Jersey Bottom Sealer—Only one pedal required to operate post and machine. The latest development in stitchers

USERS everywhere are claiming greater production and lower upkeep for the New Jersey single-pedal stitcher than any of their machines of the two-pedal type. Operators prefer to use the New Jersey stitcher because of its ease and convenience of operation. Furthermore, the New Jersey Wire Stitching Machine is guaranteed to give you greater production than any other stitching machine. *Many users report operating New Jersey stitchers continuously for more than two years without replacing a single part.*

Some of the largest users of containers and cartons, such as Atwater-Kent Mfg. Co., Victor Talking Machine Co. and General Electric Co., have adopted New Jersey stitchers to reduce their packaging costs.

They are Saving 66% on Labor Cost and 75% on Material Cost

Clip the coupon on the reverse side of this page and let us send you complete details as to how we can save you money, complaints from containers opening during transit, and space in your shipping room. Let us make your problem our problem.
Cut the coupon and mail today.

New Jersey Wire Stitching Machine Co.

602 S. SECOND STREET, CAMDEN, N. J.

3
times
as large!



FOLLOWING its policy of expanding its service and equipment wherever necessary in the United States to fully and comprehensively meet the demands of an ever-increasing business, the National Adhesives Corporation announces the removal of its Boston factory to newer and larger quarters.

Here, at 15 Elkins Street, are located the new offices, factory, and warehouse—three times the space formerly occupied, and all under one roof.

This gratifying growth reflects the confidence of a constantly broadening circle of users of National Products, backed by National Service. This modern plant, with its increased facilities, equipment, and available stocks, is now keyed up to adequately serve present demands and anticipates future expansion, thus strengthening what is conceded to be a highly developed and specialized world-wide service.

Wherever your business is located, whatever your requirements may be, National Products can be delivered promptly in any quantity, either direct or by short-haul shipment at minimum rates from the nearest of eight up-to-date plants and twenty-one amply-stocked warehouses at strategic distribution points. No business can be remote from National Service.

NATIONAL ADHESIVES CORPORATION

World's largest producer of adhesives • • Glues, Gums, Pastes, Sizings

820 Greenwich Street, New York

Successor to National Gum & Mica Co., Glucol Mfg. Co., Dextro Products, Inc.

WHAT DO YOU SELL?

Whatever the nature of your product is, a foil package may make it more saleable or keep it in better condition.

One of the following items may solve the problem:

Our Research Staff
will gladly investigate
your Packaging problem—no obligation



THE METAL SHIELD
OF PROTECTION

Master Metal Aluminum Foil
Master Metal Cartons
Master Metal Tite-wraps
Unifoil Box Wraps
Master Metal Signs
Metalkraft Lining Paper

REYNOLDS METALS COMPANY, INC.
LOUISVILLE, KY.

FOIL SEALS IN QUALITY

Filled—Capped—Labeled----

DOES EFFICIENT AND ECONOMICAL PRODUCTION STOP THERE?

Is the rest more or less a maze of confusion, delays and congestions?

Belt packaging tables for finishing operations of wrapping, cartoning, etc., enable fewer operators to do more work.

Belt packaging tables organize production and keep it moving smoothly and constantly. The result is lower costs.

Kiefer Belt Packaging Tables are especially built for bottling and packaging plants—are not cheap angle iron, or wood frame construction—but made to stand up for years. They may be easily moved if desired, and their length conveniently increased.

Write for our new catalog showing many types and sizes, and plant installations.

The Karl Kiefer Machine Company

Cincinnati, Ohio

London Office: C. S. DuMont, Windsor House, Victoria St.,
Westminster, S. W. I.



CARTONWISE?

Be guided in the selection of the producer of your cartons by the experience of some of the largest users of cartons in this country.

Your inquiry will tell you why they came to Continental.

Producing tuck-in cartons, seal end cartons and, in fact, all styles of cartons of precision that enable your automatic machinery to operate at its normal capacity.

CONTINENTAL

FOLDING PAPER BOX CO., Inc.
RIDGEFIELD, NEW JERSEY



BOSTON - NEW YORK
PHILADELPHIA



TRADE

MARK

CHICAGO - ST. LOUIS
CLEVELAND

Cartons

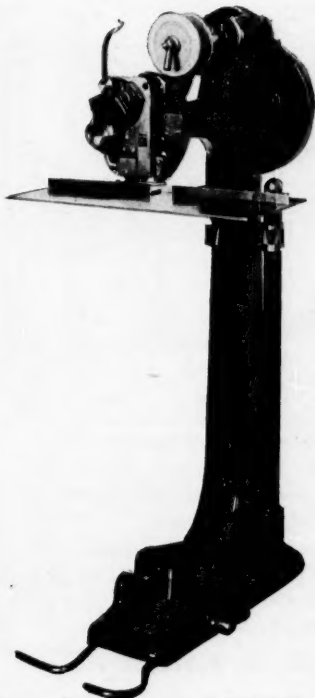
"MADE TO GIVE COMPLETE SATISFACTION"

BY

THE RICHARDSON COMPANY

PAPER MANUFACTURERS SINCE 1868

LOCKLAND, CINCINNATI, OHIO



USE BLISS STITCHERS

IF you want to stitch faster

IF you value dependability

IF you would stitch at lowest cost

IF quick adjustment appeals to you

IF low maintenance is of interest

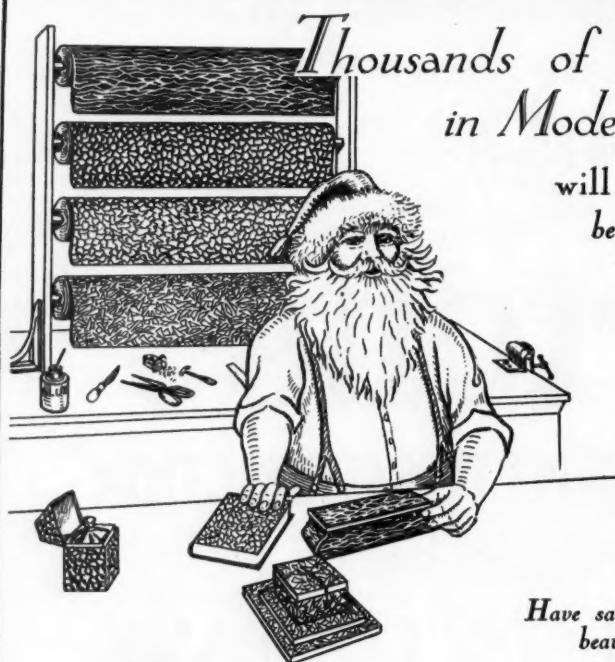
H. R. BLISS COMPANY, Inc.

*Manufacturers of Wire Stitching and Adhesive Sealing Machinery
for Fibre Containers*

NIAGARA FALLS, N. Y.

50 Church St., NEW YORK

Transportation Bldg., CHICAGO
Harry W. Brintnall Co., SAN FRANCISCO, CAL.



Thousands of Gifts...

*in Modern **KERATOL** Covered Boxes*

will be selected by Santa Claus
because...

*They are beautiful—
durable—
modern—*

and they LOOK LIKE GIFTS

Before you finish plans for packaging
your product for holiday business,
be sure your merchandise will ap-
peal to GIFT MINDED shoppers.

*Have sample containers or boxes made up of
beautiful, modern, waterproof Keratol*



THE KERATOL COMPANY

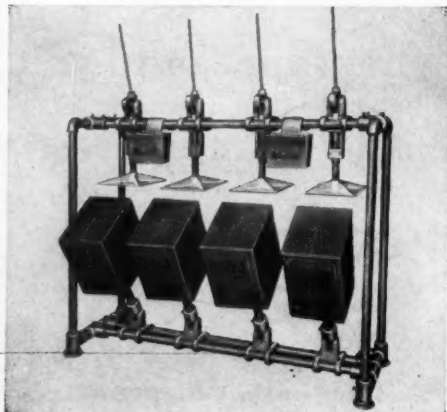
400 South Street

NEWARK, NEW JERSEY

*Send
for
Samples*

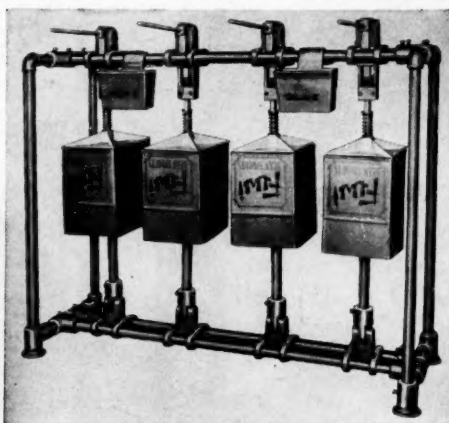
Solving the Problem in the Shipping Room—

No company can afford to be with-
out this wonderful labor saving ma-
chine regardless of how small or how
large his production may be. There
is a Harmon Sealer that will answer
his requirements.



After container has been sealed

*Leased on
Yearly
Rental
Basis—or
Sold
Outright*



Pressure evenly applied on surface

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

Write Today for Particulars

The HARMON SEALER

4017-19 W. Lake St.

Chicago, Ill.

Now Open
in New York
The HOTEL
GOVERNOR CLINTON

OPPOSITE PENNSYLVANIA R. R. STATION

New York's new hotel truly expressive of the greatest city. 1200 pleasant rooms each with Servidor, bath, circulating ice water and radio provisions.

Rooms from \$3.00

General Manager
E. G. KILL

31ST STREET

7TH AVENUE

Be reasonable - - -

—give that copy of MODERN PACKAGING to the enthusiastic friend who tried to beg, borrow or (it has been done) steal the latest issue of your most serviceable publication.

If you do - - -

—we'll give you a duplicate copy.

Why the generosity? - - -

—it's just our way of introducing MODERN PACKAGING and its service to people who are sure to be appreciative.

Just jot down on the margin of this sheet—on your own stationery, if more convenient—the name and address of the borrower to whom you gave your copy; the date of the issue sacrificed; *your* name and address—and mail it to us. You'll get your duplicate copy by return mail.

The address is - - -

MODERN PACKAGING

11 Park Place, New York City

Quick Watson!

the shears



Here is the answer to our labeling difficulties!

Cartons, bottles, boxes, fibre cans, mailing tubes, envelopes, etc., are labeled rapidly and safely. Practical when packing groceries, paint, chemicals, textiles, cosmetics, extracts and other products in neatly labeled containers.

No paste spreads at edges of labels. No lumps, blisters or wrinkles.

Paste coating accurately controlled. 30% increase in labeling output as workers devote all time to attach labels.

For PACK-
ING, MAIL-
ING, SHIP-
PING

MAIL COU-
PON for
FREE
TRIAL
without
obligation

Potdevin Machine Co., 1228-38th St., Brooklyn, N. Y.

Please send a pasting machine for 10 days' free trial. We will pay for it 2%—10: net 30, otherwise return it express prepaid. Also send free sample of paste.

- ☐ 6" wide Paster, hand driven.....\$25.00
- ☐ 6" wide Paster, with motor complete.....\$50.00
- ☐ 12" wide Paster, with motor complete.....\$100.00

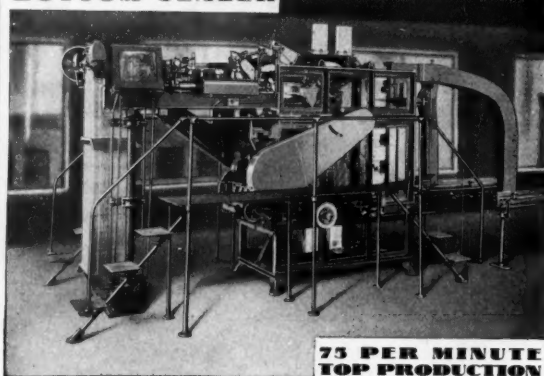
IMPORTANT: State current & volts for motor
☐ A.C. ☐ D.C. ☐ 110 V. ☐ 220 V.

Name.....

Address.....

City..... State.....

**CARTON FEEDER AND
BOTTOM SEALER**



**73 PER MINUTE
TOP PRODUCTION**

4 Models Now Available in JOHNSON Automatic WAX WRAPPERS

**[Your Package Size Determines
The Proper Model to Buy]**

JOHNSON Automatic Wax Wrappers are now designed and built in four models, to wrap your specific package. Each model may be adjusted within reasonable ranges to varying dimensions.

This enables us to furnish a machine with adjustments for various sizes, yet so simple that it operates on any size with the efficiency of a single-purpose machine.

Upon advice of your size of package we will give you complete information, details and price for the specific machine to wrap your package.

The Coupon will bring our Engineer, or Catalog.

JOHNSON AUTOMATIC SEALER CO.
Battle Creek, Michigan, U. S. A.
New York, 30 Church St. Chicago, 228 N. LaSalle St.

JOHNSON
AUTOMATIC PACKAGING MACHINERY

Scales; Bot-
tom and Top
Sealing, Lin-
ing Ma-
chines; Wrap-
pers (Wax
& Glassine)

Mail Today

JOHNSON AUTOMATIC SEALER CO.,
Battle Creek, Mich.

- ☐ Without obligation, please send experienced Packaging Engineer.
☐ Send Catalog.

Name.....
Address.....
City..... State.....

POSITIVE WEIGHT CONTROL

... with no loss in packing speed

Merchandise
is MONEY
.... Don't
GIVE IT
AWAY

Use
"EXACT
WEIGHT"
SCALES



If you are depending upon ordinary scales in your packing department, small overweight errors in your packaged merchandise are probably causing an unexplainable shrinkage in your inventories and a continuous drain on your profits.

Install "EXACT WEIGHT" SCALES and your overweight problem is automatically eliminated. They give deadly accuracy even in the hands of unskilled labor They will save their cost many times over in your packaging department.

*May we send detailed
information? ... No obligation.*

"EXACT WEIGHT" SCALES

Manufactured by

THE EXACT WEIGHT SCALE CO.
(Formerly the Smith Scale Co.)

1309 W. Spring St.
Columbus, Ohio

Modern Packaging

MANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking and Partition Machines*.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

I N M A N
MANUFACTURING CO., INC.
AMSTERDAM, N. Y.



Detroit's Most Sensational-Rate Hotel
Double Room with Bath, \$4.00

Incomparable service and convenience of location makes the Hotel Imperial the logical choice of travellers to Detroit.

{ 200 Rooms—each with bath }
Rates begin at \$2.50

John N. Anhut, President

HOTEL IMPERIAL

Peterboro at Woodward, Detroit

No "red tape" in lost-parcel adjustments



SIMPLY slip a North America Coupon in each Parcel Post package and you assure prompt adjustment in event of loss through theft, damage, or destruction. Costs only a few pennies . . . saves time and vexatious delays.

Any North America Agent can explain this inexpensive and dependable protection, or send the attached coupon for full information.

North America Agents are listed in the Insurance Section of classified telephone directories under "INSURANCE COMPANY OF NORTH AMERICA."

the North America
"The Oldest American Fire and Marine Insurance Company" **way**

Founded 1792

Insurance Company of North America
 Sixteenth Street at the Parkway
 Philadelphia, Pa., Dept. (N.P.-9)

Name

Street

City..... State.....

Wants information on Parcel Post Insurance

Findley's

CONTAINER SEALING GLUE

A quick-setting and quick-drying vegetable sealing glue possessing extraordinary penetration and stick. Bound to give satisfaction for hand sealing of fibre or corrugated boxes, or for automatic equipment. Will not stain or discolor materials with which it comes into contact. Does not require steaming or cleaning glue pots after each day's operation, as it does not crystallize or harden in machines or on rollers. Not caustic, so does not hurt hands of workers.

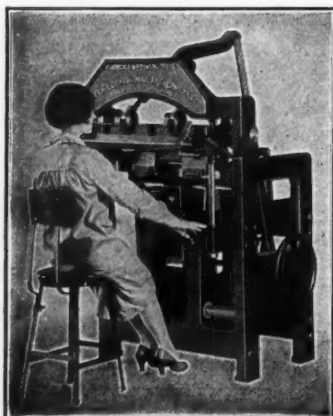
Write for details, prices and sample.

The F. G. Findley Company
Adhesive Manufacturers Milwaukee, Wis.

Specify
Gaylord
Liners

WHEN ORDERING
CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS



The Improved Evers Box Machine For Making Two-Piece Glued End Telescope Boxes from Creased Blanks **BETTER BOXES—LOWER COST**

CAPACITY 200 COMPLETE BOXES PER HOUR

Ranging in size from 1' width by $\frac{3}{4}$ " depth by 3' length to 24' width by 6' depth by 30' length. Changes made in a few minutes. Board up to .060 used. This machine cuts costs and produces better boxes.

Manufactured only by

PARTITION MACHINERY, INC.

Formerly Self Locking Machine Co.

Section A, —569-589 East Illinois St.

Cable Address: SELF-LOCK, CHICAGO

CHICAGO

There is no Substitute for Experience!

BEN FRANKLIN

The knowledge gained by more than fifty years EXPERIENCE is used in making "U. S." Labels and Folding Boxes that help sell goods. "U.S." packages speed up production because they work right on automatic machines. Proper packaging is among the most vital of merchandising problems. "U.S." salesmen are experts on all matters pertaining to labels and folding boxes.

Let us be your package counsellors.



BRAND NAMES

The Courts have decided that brand names and trade marks are valuable property that deserves to be protected. It is unsafe to adopt a new brand without first making a thorough investigation.

Consult our Trade Mark Bureau. The service is free.

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI BROOKLYN BALTIMORE
110 Beech St. 101 N. 3rd St. 28 Cross St.

COLOR PRINTING HEADQUARTERS

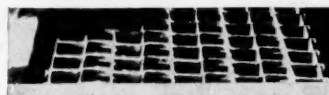


ACME

GALVANIZED

ALL-STEEL

CONVEYOR BELTING



THIS 100-foot long Acme Conveyor Belt, traveling twenty feet a minute, carries Leslie Salt cartons through the dryer. Warm air blown up through the meshes quickly dries the labels before moisture can penetrate the cartons.

Acme Conveyor Belting will save you money and labor in your packaging department. The cost is interestingly low—its life is long. Write for a sample section and prices.

ACME STEEL COMPANY

General Offices: 2840 Archer Ave., Chicago



FIBRE CANS of Every Description

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

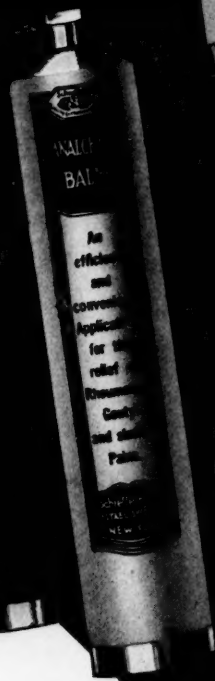
Ask for samples and prices

R. C. CAN CO.

121 CHAMBERS ST. ST. LOUIS, MO.

INDEX TO ADVERTISERS

Acme Steel Co.....	79	Kalamazoo Vegetable Parchment Co.....	1
Aluminum Co. of America..	Insert 8-9	Keller-Dorian Paper Co., Inc.....	Insert 22-23
American Can Co.....	Back Cover	Keratol Company, The.....	74
American Tissue Mills....	Insert 14-15	Kiefer Machine Co., The Karl....	72
Arabol Manufacturing Co., The..	5	Kimberly-Clark Corporation.....	9
Automat Molding & Folding Co., The.....	6		
		Lowe Paper Co.....	59
Battle Creek Wrapping Machine Co.....	28	Latham Machinery Co.....	19
Bendix Paper Co.....	Insert 60-61	McDonald Engineering Corp.....	8
Bliss Co., Inc., H. R.....	73	Mason Box Company, The.....	18
Brown & Bailey Co.....	Insert 40-41	Matthias & Freeman Paper Co....	Insert 62-63
Burt Company, Ltd., F. N..	Insert 4-5		
Burt Machine Co.....	70	National Adhesives Corp.....	71
Butterfield-Barry Co., The.....	21	National Packaging Machinery Co.....	3
		Nelson Co., The..	Inside Front Cover
Central Waxed Paper Co.....	13	Package Machinery Co.....	10
Consolidated Paper Co.....	55	Packaging Catalog.....	61
Continental Can Co., Inc.....	Insert 12-13	Partition Machinery, Inc.....	78
Continental Folding Paper Box Co., Inc.....	72	Paterson Parchment Paper Co..	7
Crescent Engraving Co.....	63	Peters Machinery Co.....	25
		Potdevin Machine Co.....	75
Dejonge & Co., Louis....	Insert 10-11	R. C. Can Co.....	79
District of Columbia Paper Mfg. Co.....	Insert 58-59	Redington Co., F. B.....	4
		Reynolds Metals Co.....	71
Economic Machinery Co.....	14	Richardson Co., The.....	73
Exact Weight Scale Co., The....	76	Ritchie & Co., W. C.....	Insert 28-29
		Royal Card & Paper Co..	Insert 26-27
Ferguson Co., J. L.....	12	Sefton Manufacturing Co.....	15
Findley Co., The F. G.....	78	Special Production Machines, Inc.	22
Forsman Co., C. H.....	Insert 18-19	Standard Sealing Equipment Corp.....	24
Fort Orange Paper Co.....	67	Stokes Machine Co., F. J.....	27
		Stokes & Smith Co.....	29
Gair Co, Robert.....	30	Sun Tube Corp., The.....	65
Gaylord, Inc., Robert.....	78	Sutherland Paper Co.....	53
Governor Clinton Hotel.....	75		
		Tuttle Press Co.....	Insert 66-67
Hamersley Manufacturing Co....	11	U. S. Bottlers Machinery Co., Inc.	69
Harmon Sealer, The.....	74	U. S. Printing & Lithograph Co..	79
Hartford City Paper Co.....	26		
Hoepner Automatic Machinery Corp.....	20	Waldron Corp., John.....	69
Horix Manufacturing Co.....	67	Warren Manufacturing Co.....	23
		Whiting Co., C. R.....	Insert 24-25
Imperial Hotel.....	77	Whiting-Patterson Co., Inc..	16 and 17
Inman Manufacturing Co., The..	77	Williams & Co., Inc., Chas. W....	Insert 68-69
Insurance Co. of North America..	77	Wirz, Inc., A. H..	Inside Back Cover
Johnson Automatic Sealer Co....	76		
Jones & Co., Inc., R. A.....	57		



The maintenance of Quality in Wirz Tubes is not due to present-day keen competition but to the foundations of our organization—conceived and built to furnish you with collapsible tubes of irreproachable mien and mechanical superiority. ~ Our fifty years of tube making guarantee this. ~ ~ ~ ~ ~
— At your Service —

A. H. WIRZ, INC.
Chester, Pa.

NEW YORK OFFICE
CARBIDE & CARBON BLDG.
30 EAST 42ND STREET

CALIFORNIA OFFICE
1231 E. 7TH STREET
LOS ANGELES

CHICAGO OFFICE
RAILROAD EXCHANGE BLDG.
JACKSON & MICHIGAN

Tobacco should travel "First Class"

TRAVELING on freight cars, express cars and trucks—arriving in cold, wet towns or hot, dry ones—your tobacco products need "1st Class" protection . . . protection such as metal containers by Canco give. These odor-proof, moisture-proof packages will keep the original goodness of any tobacco product.

More than that, eye-catching Canco containers will increase the selling value of your product.



Smokers today are eye-minded by instinct and training. They have no time for long discussions—they want brilliance and brevity. The attractive lithographed containers by Canco give it to them.

Think of the smoker, and see how Canco packages speak of the quality, preserve the goodness. And sell the modern smoker.

AMERICAN CAN COMPANY

CONTAINERS OF TIN PLATE - BLACK IRON - GALVANIZED IRON - FIBRE
METAL SIGNS AND  DISPLAY FIXTURES

NEW YORK
New York Central Bldg.
SAN FRANCISCO, 111 Sutter Street

CHICAGO
104 So. Michigan Ave.



Q Note the amazing way Canco lithography centers eyes on the brand name.

-
e
t
e
e
o
e
.
/
A
ve.